

Volume VI 2011

**Design
Contest
2012**

**Retail Shop
Dinner Tour**

**All New
Business and
Hands-On
Sessions
& Main Stage
Shows**

the professional florist



2012 Great Lakes Floral Expo
March 2-4

DIAMOND AWARD
WINNING PUBLICATION
MSAE

sealed with a KISS!



keep it
SEDUCTIVE
& SPECIAL
with
RUBY GLASS



8 1/2" Rose Vase Assl.
opening: 3 1/4" • case: 12
4093-12-13 Ruby
*style count may vary

9 1/4" Rose Vase Assl.
opening: 4" • case: 12
4094-12-13 Ruby
*style count may vary

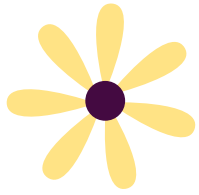
this valentine's:

keep it **SYNDICATE SALES**



Syndicate Sales
syndicatesales.com





the professional florist

Volume VI 2011

Cover photo courtesy
of Syndicate Sales

Leadership Report

4 It's time to Sell-O-Brate!

By Alice Waterous, AIFD, CF, CFD, PFCI, MFA president
Plus meet the newest MFA members!

MFA's 2012 Great Lakes Floral Expo

6 2012 GLFE Welcome From Chair, Vice-Chair, and Program Chair

By Bobbi Ecker-Blatchford, AIFD, PFCI, AAF, chairwoman;
Dick Gleason, CF, chairman; Teresa Cytlak, program chairwoman

7 GLFE Conference Committee

8 All the details on Main Stage, Hands-On and Business Sessions and the floral industry experts hosting each one!

16 MFA 2012 Design Contest

18 2012 GLFE Retail Shop Dinner Tour

*Visit Grand Haven Garden House, Picket Fence Floral & Design,
Eastern Floral & Gifts, and Don's Flowers & Gifts*

19 2012 GLFE Recognition Banquet and Industry Awards Ceremony

*The President's Reception, Recognition Banquet and Industry Awards Ceremony,
and Grand Rapids Nightlife*

20 Books, Bids, Showcase GLFE Tradeshow Marketplace

*MFA Book Fair, Silent Auction, AIFD Showcase, CF Showcase, Student Designer
Contest & Showcase, and MFA's Annual Meeting*

21 GLFE Schedule at a Glance

22 GLFE Registration Form

MFA Events

24 Michigan Floral Foundation 2011 Hall of Fame Induction

Mr. James O. Nordlie of Nordlie, Inc. is inducted into the Hall of Fame

Designer Spotlight

25 That Came from the Funeral?

By Derek C. Woodruff, AIFD, CD, CFD,
2011 Designer of the Year

CF Report

27 Test Time!

23 In Memoriam

23 Professional Education Center

27 Classified Ads

29 Statement of Ownership

30 Business Cards



Michigan Floral ASSOCIATION

1152 Haslett Road, P.O. Box 67 Haslett, MI 48840
(517) 575-0110 • (517) 575-0115
rod@michiganfloral.org
www.michiganfloral.org

MFA Staff

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

MFA Board of Directors 2011

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

Vice President: Bob Patterson
Patterson's Flowers, Big Rapids, Cadillac & Reed City, MI

Treasurer: Jim Schmidt
Hyacinth House, Lansing, MI

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

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

Directors-At-Large

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

Kim Herbers
Saginaw Valley Flower Exchange, Saginaw, MI

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

Regional Directors

R1: Connie Adamo
Conner Park Florist, Detroit and St. Clair Shores, MI

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

R3: Teresa Cytlak
Ridgeway Floral, Three Rivers, MI

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

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

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

Publications Committee

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

Teresa Cytlak
Ridgeway Floral, Three Rivers, MI

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

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

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

Publisher: Rodney P. Crittenden

Advertising Director & Sales: Rodney P. Crittenden

Editor: Heidi Anderson

Graphic Design: Joe McGurn

Printing: Village Press Publications

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

LEADERSHIPREPORT

It's Time to Sell-O-Brate!

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



It's a Sell-O-Bration at the Great Lakes Floral Expo 2012. Give yourself the gift of knowledge, inspiration and networking with your fellow floral professionals. The Michigan Floral Association decided a few seasons ago to re-title and re-focus our annual Spring Conference, since so many from surrounding states are involved in this gathering. So the Great Lakes Floral Expo is for you, whether you live in Michigan, Illinois, Indiana, Wisconsin, Ohio, Ontario or beyond. So take a plane, train, bus, car or van – just get here!

For the first time ever, our Expo Chairwoman hails from one of our partner states: Illinois. Bobbi Ecker-Blatchford, AAF, AIFD, PFCI, owner of The Flora Pros in Chicago, is probably the best-



Fill a Food Basket for the Hungry at the MFA Expo

Bring a few canned goods, non-perishable items, or a few dollars cash, and drop them into the Grand Rapids Food Bank Basket at the MFA registration desk. Everyone who donates will be entered into a drawing for a complimentary 2013 Expo weekend pass. Help us to help those who are not as fortunate!

known person in American Floristry today. Her list of awards not only speaks of her vast knowledge and participation, but also is a tribute by her peers in appreciation for her love of all things floral and the people in our vocation.

We are coming out of the gate with a bang, with the fabulous Bobbi at the wheel, offering programs and activities that will build your business and make sales soar. ALL NEW this year is a Friday night Main Stage Show: Move, Shake, Drop: The Kinetic Show! Presented by Derek Woodruff, AIFD, CF, MFA's 2011 Designer of the Year, this performance-style event showcases flowers in ways you've never thought of, presented in an unheard of way. Let's just say the performers aren't the only things in this show that can Move, Shake and Drop! Don't miss this show, from 9:00 p.m. – 10:00 p.m. in Steelcase Ballroom A. See page 8 for more information on this and other amazing shows!

Making Memories

Holiday values. Quality product. Competitive pricing. Friendly service.

- Weekly specials & monthly promotions.
- The finest flowers, plus order accuracy & timely delivery.
- Wide selection of the season's newest and most creative supplies and hardgoods.

Come holiday shopping today!

Extra convenience!
Out of our delivery area?
We'll bring the store to your door!

DWF
An employee owned company

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

Head over to the Tradeshow Floor Friday night from 7:00 p.m. to 9:00 p.m., open for the first time on Friday night with a cash bar! And throughout the weekend, take part in the Scavenger Hunt on the Tradeshow Floor! Get your game card filled at each vendor, and once you have visited all participating booths, simply return your game card to the registration desk and you will be entered for a chance to win cold hard CASH! The winner will be drawn Sunday, March 4 at 2:00 p.m. on the Main Stage in Steelcase Ballroom A. Read more about the Tradeshow Floor and its many activities on page 20.

The Design Contest is ALL NEW in 2012: new categories, new themes and new prizes! Sponsors Teleflora and Smithers-Oasis are bestowing \$5,000 in awards and prizes! In the Student Division, high school students will create a fresh flower arrangement to say 'Happy Birthday,' while college/professional novice entrants will design a tribute 'In Loving Memory.' Professional Division designers create a bridal bouquet to walk 'Down the Aisle' or use flowers to say 'I Remember You' while depicting the career of the deceased. The third professional theme will be announced Friday night at 6:00 p.m., near the Expo registration desk: it's the ALL NEW first-ever Surprise Package theme! It will be just like filling an order at the shop! All contestants will be given identical flowers and hardgoods to create their design. Designing will begin at 6:15 p.m. - don't miss a minute!

In honor of our fearless Expo Chairwoman, Bobbi, the Academy Division will give a 'Hats of to Bobbi,' by creating a floral head piece/hat to be displayed on an equally creative and appropriate hat stand. See page 16 for all the information on the 2012 Design Contest!

And don't miss 2012's exciting Sunday morning roundtable

with members from all phases of the industry addressing today's business challenges. This is a must-attend event, guaranteed to benefit all who come. See page 12 for all the details and put the roundtable on your to-do list!

Bobbi has set in motion a great team of MFA volunteers who are dedicated to making this a stellar event. Because she knows the business from retail, wholesale, grower and manufacturing, she relates to the needs of our industry like no other. Bobbi realizes the urgency for today's small business owners to get out there and SELL. Nothing happens until we sell something. We all have the need to keep up-to-date in order to stay profitable. Smart marketing and business management are ongoing challenges that require constant attention. Sell-O-Bration is just what your business and employees need: refresh design styles, see the latest products, get ideas to improve day-to-day operations, and make 2012 your most efficient, profitable year ever. For a small investment, the MFA Great Lakes Expo will pay great dividends; no matter what part of the floral industry you are involved in.

See you in Grand Rapids, the first weekend in March! ✨

Welcome

New MFA Member!

ACTIVE MEMBER

Crescent Street Floral & Gifts – Scott Vogel

2140 Wealthy SE, Grand Rapids, MI 49506

Phone: (616) 458-7890

E-mail: Sales@crescentstreetfloral.com

Web site: www.crescentstreetfloral.com



Saginaw Valley Flower Exchange, Inc.

INVITES YOU TO
SHOP OUR SHOWROOM OR
CALL US DIRECT
FOR YOUR 2011 HOLIDAY NEEDS

Trim – Trees – Ribbons
and much, much, more!

We look forward
to serving you!

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

SELL-O-BRATION

2012 GLFE Welcome From Chair, Vice-Chair, and Program Chair



BY BOBBI ECKER-BLATCHFORD,
AAF, AIFD, PFCI
CONFERENCE
CHAIRWOMAN

Greetings! This is a call to action for the 2012 Great Lakes Floral Expo and a challenge to each and every one of you to thrive and survive in the months ahead. We can do it! Every year, the Expo gets better and better, just like all of you. We have a passion for our careers and we believe in the future. There is a growing need for our products in the hearts and minds of current and future customers. The horizons are wide and inviting, so let's take advantage of this inspirational event to unleash the energy that it takes to be the best.

How and where do we start to outperform, outmaneuver and outsell in the face of growing competition and a challenging marketplace? The answer is: plan to win. That's what life is all about.

*Outperform: to perform better than somebody or something else; to smash or break records; to do better than another. The race is on. You can do it. Show your stuff!

*Outmaneuver: to maneuver with skill or dexterity; to use great tactics and actions to outwit the competition. Promote, promote, promote without stopping. Engage a focus group to give you help and fresh ideas. Employ every avenue from social media to face-to-face conversations. Ideate new and effective strategies that surprise and delight customers and prospective customers. Inspire, reward and motivate the people around you.

*Outsell: to simply sell more products to more people for more profit. When you appeal to somebody's senses, it's like reaching in and grabbing their heart. Sharpen your phone skills, inspire your staff and go for add-ons and up sells. Prospect for new customers and use bold strategies to revive consumer relationships.

When we all gather at SELL-O-BRATION 2012, we are certain to rediscover what we've always known: we can **OUTPERFORM**, **OUTMANUEVER** and **OUTSELL** with the best of them! ✿



BY DICK GLEASON, CF
CONFERENCE
VICE CHAIRMAN

I'm pleased to invite you to MFA's Great Lakes Floral Expo: SELL-O-BRATION 2012. This year's theme is all about outperforming, outmaneuvering and outselling the competition. In the animal kingdom, survival of the fittest is the rule. Survival is good – no doubt about it – but thriving is better. The challenge for many floral professionals is going from surviving the current competitive business environment to thriving in it.

It's hard to know where to start when today's news stories focus on business downsizing, the rising costs of gas and groceries, and general economic turmoil. Instead of letting the media send us into panic mode, we can start to get a grip and view our opportunities – starting with the Expo.

Nationally recognized floral industry leaders are bringing

powerful and inspiring learning opportunities to SELL-O-BRATION 2012. They will share their solid, credible knowledge and experience for thriving in these times. Join us and be inspired with new ideas designed to help solve problems in ways you haven't considered.

Held at the Amway Grand Plaza Hotel in Grand Rapids, MI, this beautiful setting offers a unique opportunity to be inspired by our surroundings, as well as each other.

This is your chance to renew, revitalize, and have some fun! Whether you come for one, two or all three days, you're sure to return to your business armed with inspiration, information and practices enabling you to get to the next level.

Join us for this very affordable weekend. The value of learning from nationally acclaimed presenters alone pays for the weekend. Start planning now to be part of one of the most exciting weekends in the floral industry: SELL-O-BRATION 2012. ✿



BY TERESA CYTLAK
CONFERENCE
PROGRAM CHAIRWOMAN

March 2-4, I will be Sell-O-Brating at the Great Lakes Floral Expo at the Amway Hotel/DeVos Center in Grand Rapids. I'm looking forward to seeing the many friends I have made at the Expo each year, as well as making new ones as I attend the vast array of Business and Hands-On Sessions and Main Stage Shows. Friday it will be hard to decide which all-day session to attend: Ryan Freeman's "Internet Marketing: Spring Training," or Mario Fernandez's "Outshine Your Competition in Wedding Design." Friday will continue with the FFA Student Certification Test Preparation, and MFA's 2011 Designer of the Year will rock the main stage with an exciting show. Of course, Friday night also has the Retail Flower Shop Dinner Tour. Don't miss out on any of these – sign-up early!

Saturday boasts more sessions, as well as the "Iron Chef" of floral competitions, the MFA Designer of the Year Runoff, followed by an inspiring Main Stage Show.

I'm most excited about the Sunday morning breakfast with the Main Stage business panel, where your peers will be discussing hot topics from growing sales to advertising to finding good help and so much more. And of course more sessions to choose from complete the weekend, along with three Main Stage design shows.

Some of the industries finest are presenting these can't miss programs.

So, are you ready to make an investment in your shop and your employees? I am! Don't waste time: sign up for these amazing programs. Throughout the weekend we have a total of six hands-on sessions (at additional costs) eight business sessions and six main stage design shows (included in your weekend pass.) Don't be disappointed, sign up today! ✿

*MFA would like to thank
the Great Lakes Floral Expo Conference Committee
for making the 2012 Expo possible!*



CHAIRWOMAN
Bobbi Ecker-Blatchford,
AAF, AIFD, CFD, PFCI
Flora Pros, Chicago, IL



VICE CHAIRMAN
Richard Gleason, CF
PlantsScapes, Franklin, MI



PROGRAM CHAIR
Teresa Cytlak
Ridgeway Floral, Three Rivers, MI



IMMEDIATE PAST CHAIRWOMAN
Debbie Royal, AIFD, CF, CFD
Royal Expressions Flowers & Gifts,
Blissfield, MI



BANQUET
Colleen Carr, AIFD, CF, CFD, PWA
Bella I -Venti... Beautiful Events,
Brighton, MI



BANQUET PROGRAM
Jeanette Gaudreau-Ballien
Gaudreau The Florist, Saginaw, MI



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



CONFERENCE DÉCOR
Marisa Rakowski, CF
Freelance Designer, Middleville, MI



CORSAGE BAR
Gary Wells, AIFD, CFD
Freelance Designer, Kentwood, MI



MFA/MCF BOOTH
Bob Friese, AIFD, CFD
Freelance Designer, Fruitport, MI



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



DESIGNER LIAISON
Deb Hosksema
Marvin's Gardens, Charlevoix, MI



DESIGNER SHOWCASE AIFD
Debbie Royal, AIFD, CF, CFD
Royal Expressions Flowers & Gifts,
Blissfield, MI



DESIGNER SHOWCASE CF
Janna McKinney, CF
Ambiance... Expressing You, Hastings, MI



FLORAL PHOTO GALLERY
Al Cooley
Squashooter, Grand Rapids, MI



FLOWER ROOM COORDINATOR
Jackie Burrell, AIFD, CF, CFD
Flowers From Sky's the Limit, Petoskey, MI



HANDS-ON SESSIONS
Alice Waterous, AIFD, CF, CFD, PFCI
Waterous Floral Consultant,
Grand Haven, MI



REGISTRATION DESK
Teresa Cytlak
Ridgeway Floral, Three Rivers, MI



Bob Patterson
Patterson's Flowers, Big Rapids, Reed City
and Cadillac, MI



RETAIL CART
Lea Kuklinski, CF
Fruit Basket Flowerland, Grand Rapids, MI



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



SECURITY
Scott Ballien
Gaudreau The Florist, Sagnia, MI



SILENT AUCTION
Colette McClinton, CF
Garden Fantasy Florist, Belleville, MI



Jim Schmidt
Hyacinth House, Lansing, MI



**MEMBER RECOGNITION
& WELCOME**
Richard Gleason, CF
PlantScapes, Franklin, MI



STAGING/FLORAL GALLERY
Ronald Thompson
Royal Expressions Flowers & Gifts,
Blissfield, MI



VOLUNTEER COORDINATORS
Brian Bak
Bakman Florist, South Lyon, MI



Colleen Siembor
Cardwell Florist, Livonia, MI

VICE CHAIRS

BANQUET
Kathie Cottrell
Jackson, MI

BUSINESS SESSIONS
Nancy Butts, CF
Burgett Floral, Grand Rapids, MI

CONFERENCE DÉCOR
Allison Novak
Ludema Floral and Garden,
Grand Rapids, MI

Linda Berg
Fruit Basket Flowerland,
Grand Rapids, MI

**CORSAGE BAR/BANQUET/
DESIGN CONTEST**
Craig Theimer, AIFD
Naperville Central High School,
Naperville, IL

Donna Theimer AIFD
Juliet Junior College, Joliet, IL

HANDS-ON SESSIONS
Amy Hendricks

RETAIL TOUR
Doug Bates, CF
Karen Bates
Designs by Vogts, Sturgis, MI

STAGING/FLORAL GALLERY
Garrett Fairbanks
Blumz...by JRDesigns,
Detroit/Ferndale, MI

SELL-O-BRATION

2012 GLFE Friday, March 2

Sign up early!
Limited
space!

Amazing All-Day Session!

HANDS-ON SESSION: Outshine Your Competition in Wedding Design

Presented by: Mario Fernandez

Sponsored by: Smithers-Oasis

Date: Friday March 2, 2012 • Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook AB

Additional fees apply • Bring your own tools!

INCLUDES
LUNCH!



Mario Fernandez, owner of Belle Fleur in Coral Gables FL, is a recognized designer, educator and commentator, working extensively in the United States, and Central and South America. Fernandez, who started his career in the floral industry in 1976, has contributed to the former "P.F.D. magazine," in both English and Spanish-language versions. He also served as a member of the former American Floral Service (AFS) education services team.

Fernandez has earned many awards, including in 1992 both the Designer of the Year in Florida and Designer of the Year for FTD. He has worked with celebrities, including Oprah Winfrey, and has appeared on several Miami-based Spanish-language television shows. He has attracted many students as well as professionals to his symposium-style design shows and hands-on programs. In 1998, Fernandez became second-term president for the Floral Association of Miami-Dade County. "The Perfect Wedding" has recognized his artistic talent as among the best in South Florida. In addition, his work has appeared on the cover of "Premier Bride" numerous times. He is a member of the OASIS Floral Products Design Director team.

Wedding business is huge business in the floral industry, and it's only getting bigger. Get the cutting edge on the competition in this exclusive session. This special all-day session is available to 20 individuals who want to excel in the wedding marketplace.

This session is a designer's dream! Many of today's brides look to celebrity weddings for bridal and bridesmaids bouquets, reception décor and so much more. Learn how to get the look your clients want! You will work with quality Smithers-Oasis products while learning informative wedding tips and the hottest new bridal trends! Join celebrity designer Mario Fernandez for a full day of fun and education, where you will:

- Design with new and innovative products from Smithers-Oasis
- Learn how to create a celebrity style wedding on a budget
- Get tips on everything wedding, from bouquets to centerpieces

This is one class you won't want to miss! There's only room for 20 and space will fill up fast, so sign up today!

oasis[®]
brand
FLORAL PRODUCTS
www.oasisfloral.com

Sign up early!
Limited
space!

A Special All-Day Session!

BUSINESS SESSION: Internet Marketing: Spring Training

Presented by: Ryan Freeman

Sponsored by: Strider, Inc.

Date: Friday March 2, 2012 • Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook EF

Additional fees apply

INCLUDES
LUNCH!



Plan to spend your day with Ryan as he shows you ways to Sell-O-Brate with the marketing information you gain. Remember, you want to outperform, outmaneuver, and outsell, so sign up now!

Ryan Freeman is a fifth generation florist with Martin's, The Flower People, in Toronto, president of Strider Search Marketing and a certified SEO analyst and online marketer. Strider provides Internet marketing and search engine optimization consulting for retail and B2B businesses and non-profit organizations, along with developing the popular Florist 2.0 ecommerce platform. Ryan is also the founder of FlowerChat.com, the world's most popular online networking and resource center for the floral industry.

This session is an intensive daylong study of the application of modern Internet marketing techniques as they apply to the retail florist. Moving beyond the basics, you will dig deeper into:

- Building and executing comprehensive marketing plans to strengthen yourself to get the most of your online marketing efforts
- Address common questions and concerns
- SEO- is it a value?
- Social media- is it a worthwhile investment?
- How to convert more online shoppers into buyers
- E-mail marketing- is it still effective?

strider inc.

★ HANDS-ON SESSION: FFA Student Certification Test Preparation

Presented by: Brad Youngstrom, CF
Sponsored by: Michigan Floral Foundation
Date: Friday March 2, 2012
Time: 7:15 p.m. – 8:30 p.m.
Location: River Overlook AB
Additional fees apply
Bring your own tools!

Create your own celebration flowers! Bring your imagination and your tools and learn how to create corsages and body flowers for your next celebration – they will be the talk of the party! Brad will give you tips and show you how to make your own creative, stylish and unique body flowers! Come learn and have fun with flowers! Bring your own tools.



in Interior Design, has owned and operated his own floral business, served on the CF Committee and the MFA Board of Directors, and was the committee chair and conference chair for the MFA Great Lakes Floral Expo.

With more than 25 years of floral experience, Brad currently works at Van's Floral Products and Ball Park Floral, both in Grand Rapids, MI, as well as his art studio, The Rare Hare Studio. He has a degree



**MichiganFloral
FOUNDATION**

★ MAIN STAGE SHOW: Move, Shake, Drop: The Kinetic Show!

Presented by: Derek Woodruff, AIFD, CF
Sponsored by: Michigan Floral Foundation
Date: Friday March 2, 2012
Time: 9:00 p.m. – 10:00 p.m.
Location: Steelcase Ballroom A

stage when given life from movement. Let's just say the performers aren't the only things in this show that can "Move, Shake, and Drop!"



AIFD; in 2010 he was awarded his Accreditation in Floral Design from AIFD, and was named Young Person of the Year by MFA in 2010. Derek was selected as a contestant on "The Arrangement," the world's first floral design reality

Start the Great Lakes Floral Expo off with a bang – a performance-style show that showcases flowers in a way never thought of – presented in an way unheard of way! See how flowers can work the

Derek C. Woodruff, AIFD, CF, 2011 Michigan Floral Association Designer of the Year, has had a passion for floral design since high school. At 16, he dreamed of designing professionally and advanced his knowledge of the floral industry by studying at the Jackson Area Career Center, Lansing Community College and Michigan State University. For the last 10 years, he has been honing his craft while continuing to learn and advance his career. In 2002 he earned and became a Certified Florist; in 2009 earned an Associates Degree from Northwestern Michigan College and became a Certified Floral Designer with

competition show; and has been published in national floral magazines. Since 2008, he has owned The Floral Underground in Traverse City, MI.



**MichiganFloral
FOUNDATION**

2012 GLFE Saturday, March 3

★ HANDS-ON SESSION: Behold the Bridal Bouquet

Presented by: Alex Jackson, AIFD, PFCI
Sponsored by: Teleflora
Date: Saturday March 3, 2012
Time: 9:00 a.m. – 11:30 a.m.
Location: River Overlook A
Additional fees apply
Bring your own tools!

that last longer. The flowers stay fresh in foam, while the faux stems add the look today's brides want. Alex will maneuver you through unique ways to finish faux stems with a variety of decorative elements for the finishing touch!



in 2006 and serves as president-elect of the South West Regional Chapter. He also serves on AIFD's Membership Committee. He was inducted into the Professional Floral Communicator's International in 2010 and has been on the

Get the look of beautiful hand-tied wedding bouquets like the ones featured in popular wedding magazines! Alex Jackson will share the secrets of how to create a hand-tied look using fresh flowers in a bouquet holder, but with faux stem handles

A talented floral artist, communicator and teacher with management responsibilities in a large chain of flower shops, Alex Jackson, AIFD, PFCI, handles retail operations for Phoenix Flower Shops in Scottsdale, AZ. He has led programs for Arizona State Florists Association and the Southwest Chapter of AIFD. His presentations often include wedding bouquets, party centerpieces and clever, large-scale event designs. He also delights in teaching garden club audiences how to make bouquets and appreciate flowers. His original everyday, holiday and wedding design work have also appeared in Teleflora's "FLOWERS&" magazine. Alex was inducted into the American Institute of Floral Designers

Society of American Florists' Convention Design Team since 2007. He won 2009 Designer of the Year honors at the Southwest Flower Show and third place and the People's Choice award in 2008 in an Arizona State Florist Association Design Contest. His design work was also featured at the 2010 Academy Awards in Los Angeles, as a member of the Charisma Flowers Design Team. Alex graduated from Grand Canyon University in Phoenix with a bachelor's degree in secondary education.

SELL--BRATION

2012 GLFE Saturday, March 3

★ **HANDS-ON SESSION:** **Body Flowers for Weddings**

Presented by: Jeff Corbin, AAF, AIFD, CFD, PFCI

Sponsored by: FTD

Date: Saturday, March 3, 2012

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook B

Additional fees apply

Bring your own tools!

When making corsages and boutonnieres, today's designers need to know how to make them unique, lightweight and profitable. Jeff will show you the hottest trends and newest ideas as he maneuvers

you through the various techniques of wiring, taping and gluing, while emphasizing simplicity, productivity and creativity. Florists quite often overlook this area in weddings, so this workshop is a can't-miss opportunity to make extra profits.

Involved in the floral industry for more than 30 years, Jeff Corbin brings a practical perspective of design and business to his audiences. As an active owner, Jeff understands the current challenges facing the floral industry. As a commentator, he is best known for his common sense approach to running a profitable and innovative business. His signature style of design emphasizes simplicity and productivity. He is a past president and charter member of the Virginia Professional Florist Association, as well as chairman for Professional Floral Communicators International. Jeff has traveled throughout the United States and



Canada leading hands-on workshops, participating on design panels and presenting commentary for the design and business aspects of the floral industry. Jeff has been a lecturer/designer for local and state garden clubs, as well as a guest contributor to the Christmas decorations for the Virginia Governor's Mansion under multiple administrations. Jeff's work and editorials have been published in "Florist's Review," "Floral Management" and "The Mercury Messenger," FTD's Newsletter. He can also be found in the Video Library section of FTD University, FTD's online training tool.



★ **HANDS-ON SESSION:** **Bouquets to Boutonnieres**

Presented by: Jackie Lacey, AIFD, PFCI, CFD

Sponsored by: BloomNet

Date: Saturday, March 3, 2012

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook C

Additional fees apply

Bring your own tools!

With today's changing wedding and prom markets, it's important to stay on top of the trends. Join Jackie to learn the newest trends and techniques! Jackie will show you how to take many of your everyday wedding and prom designs to a new edge. Don't miss this rare opportunity to ask questions and participate to broaden your comfort level and learn where the market is going. Jackie will

share some the most important marketing tips for projects that you will work on for the full educational experience for the wedding and prom seasons. See what's new in the market and learn how to cut the time on some of your design labor.

Jackie Lacey has more than 30 years of experience in the retail floral market and ownership of shops in Tennessee, Texas and South Carolina. He has an extensive background in the retail floral market and design industry as a retail vice-president and wedding and event specialist. His current positions as Education Specialist for Floriology Institute, Design Team and Product Development Team for BloomNet and Napco, Fitz Design Team and ongoing contributor for "Floriology" magazine keep him on top of market trends, current design trends, industry education and retail marketing. He is an award winner in numerous competitive floral design competitions in both multi-state, national and local floral associations. Published articles have appeared on both his expertise and floral experience and have been seen in "Floriology" magazine, SAE, "Flowers &," "Modern



Bride" and "Inside Weddings." National Television exposure includes designing and participation for WE TV programs "Platinum Weddings" and the upcoming "I Do Over" as a Celebrations. Com Floral Expert. Previous work for celebrities such as Drew Barrymore, Sandra Bullock, Meryl Streep, Diane Lane, Cheryl Ladd, Cindy Crawford and Richard Gere, Matthew McConaughey and Leonardo DiCaprio have come easily through participation with floral design on several major motion pictures. His extensive travels across the country, Hong Kong, China and Europe afford many opportunities for him to interact with designers of all levels and share this extensive background and experience to florists everywhere.



★ **BUSINESS SESSION:** **Online Marketing Crash Course**

Presented by: Ryan Freeman

Sponsored by: Strider, Inc.

Date: Saturday March 3, 2012

Time: 9:00 a.m. – 10:15 a.m.

Location: River Overlook EF

A high-speed, high-content course in online marketing with tips and tactics designed specifically for retail florists. This presentation is accessible for florists who are new to Internet marketing but serious about learning, and ample enough for seasoned florists who want to stay on top of their game and ahead of the competition. Ryan will help you discover ways to increase your online presence.



See Ryan's bio on page 8.



★ **BUSINESS SESSION:** It's Only Money- Capture What You Deserve!

Presented by: Dan McManus
Sponsored by: Teleflora and Team Floral
Date: Saturday, March 3, 2012
Time: 10:45 a.m. – 12:00 noon
Location: River Overlook EF

If accounting is hard for you, or you just hate it, this session is what you have been waiting for. You will find out how to finally capture

the profits you've been missing. In clear and simple terms, you will learn how to track your key expenses in just 10 minutes a week using a calculator and scratch pad. Dan will help you make the money you work so hard for. Learn how easy it is! Remember, profit is the word you want to hear and see at the end of a hard day.

Dan McManus is the publisher of "Flowers and Profits," the best selling business management publication in the floral industry for more than 16 years. Dan also heads the Team Floral consulting service. In working closely with more than 250 shops, Dan and his team have



and a degree in Journalism from the University of Maryland.

developed a series of "best practices" that retail florists can use to quickly grow sales and reach high levels of profitability. He is one of the most requested speakers on business for florists. Dan holds an MBA from the University of Texas



teleflora. TEAMFLORAL™

★ **MAIN STAGE SHOW:** Designer of the Year Run Off

The IRON CHEF of Floral Competitions!
Presented by: Jerome Raska, AAF, AIFD, CAFA, CF, PFCI
Sponsored by: Teleflora and Smithers-Oasis
Date: Saturday, March 3, 2012
Time: 12:30 p.m. – 1:15 p.m.
Location: Steelcase Ballroom A

It's a Sell-O-Bratton on stage at this intense, exciting, awe-inspiring design event! The top five floral designers from the Professional Design Contest will try to Outmaneuver each other as they go head-to-head, flower-to-flower on the Main Stage, working at identical stations with identical materials. All eyes on them, they must Outperform, under pressure, in

front of a pumped-up crowd of their fellow florists, friends and family! This is IRON CHEF: FLORAL STYLE! All designers will get Teleflora aprons and will use some Teleflora and Smithers-Oasis products. When the designing has concluded, judging will begin and the lucky designer who Outsells the competition will be declared the 2012 MFA Designer of the Year. They win a cash prize of \$300, have six designs featured in the Designer Spotlight in "The Professional Florist" magazine (sponsored by Nordlie, Inc.), their name on a plaque, a trip to NAFA's National Designer of the Year competition, where they represent Michigan, and an automatic entry into the Academy Division. Don't miss this Sell-O-Bratton!

Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, is co-owner of two retail floral and event operations in Metro Detroit. His enthusiasm and sense of humor



compliment his love for the floral industry and his desire to help others succeed. Jerome currently serves as chairman of the Professional Floral Communicators International (PFCI), member of Metro Detroit chapter of the International Special Events Society (ISES), National Association of Catering Directors (NACE), chairman of the Board of his local Chamber of Commerce as well as many committees for other local civic and community organizations. He is past president of the Michigan Unit of Teleflora as well as past president of the North Central Chapter of the American Institute of Floral Designers and the Michigan Floral Association. A guest speaker for numerous garden clubs, he has received many accolades for his originality, innovative ideas and design talents and continues to share with audiences across America.

oasis FLORAL PRODUCTS **teleflora.**
www.oasisfloral.com

★ **BUSINESS SESSION:** The Challenges of the Retail Florist

Presented by: Stan Pohmer
Sponsored by: Flower Promotional Organization
Date: Saturday March 3, 2012
Time: 1:00 p.m. – 3:00 p.m.
Location: River Overlook EF

It's a tough world out there, but sometimes it helps to know that your challenges are shared, and there are people to help you thrive and succeed in spite of the challenges! Stan will give you a snapshot of the

real world of retail florists and talk about business and demographic trends that are shaping your business and what's driving them. MFA is a partner in your success. You'll be part of the discussion to identify some of the things MFA provides today, and what you need to help you succeed now and in the future.

Stan Pohmer is the founder and CEO of the Pohmer Consulting Group, focused on the floral, lawn & garden, horticulture and other perishable and seasonal industries. With more than 26 years of retail and consumer experience, he brings a solutions-based, consumer-focused approach to his consulting practice. Stan is also the executive director of the Flower Promotion Organization, an alliance of U.S. and Colombian growers marketing



an integrated consumer-directed campaign to increase the everyday use of cut flowers. In addition to serving as vice-president of America in Bloom, Stan has served in leadership positions in the Produce Marketing Assn., the Floral Marketing Assn., the American Nursery & Landscape Assn., and the Poinsettia Growers Assn. He has presented in seminars internationally and has contributed numerous articles to industry trade publications and journals. Stan was recognized as the 2005 Floral Marketer of the Year by PMA.



SELL--BRATION

2012 GLFE Saturday, March 3

★ **MAIN STAGE SHOW:** **Keep Your Shop Buzzing All Year Long!**

Presented by: Mario Fernandez
Sponsored by: Smithers-Oasis
Date: Saturday, March 3, 2012
Time: 3:30 p.m. - 4:45 p.m.
Location: Steelcase Ballroom A

Outperform, outmaneuver and outsell your everyday occasion business! International designer Mario Fernandez will showcase new and exciting designs and illustrate tips and techniques to make and keep your everyday occasion designs more profitable. Join Mario as he takes us through key points to keep your shop on top of this ever-important portion of our industry, everyday occasions.



See Mario's bio on page 8.



★ **BUSINESS SESSION:** **Connecting With Your Customers**

Presented by: Stan Pohmer
Sponsored by: Flower Promotional Organization
Date: Saturday, March 3, 2012
Time: 3:30 p.m. - 5:00 p.m.
Location: River Overlook EF

It seems like every time you pick up a trade journal or attend a seminar, the major discussion is about social media and

connecting with Gen Y. This younger generation will be important to your future success and you need to start cultivating them now. But until they grow into customers, who will pay your bills? Who is your current customer, and how are they changing? How do you balance your marketing to new and old customers, younger and older generations? What motivates them and drives their purchase behaviors? Stan will share some critical data on demographic segmentation that may surprise you. And with your help, he'll also share some thoughts and ideas on



approaches to appealing and reaching each of these demographic groups that you can start using right away!

See Stan's bio on page 11.



2012 GLFE Sunday, March 4

★ **MAIN STAGE PANEL BUSINESS SESSION:** **Idea Swap Breakfast**

Presented by: Bobbi Ecker-Blatchford, AAF, AIFD, PFCI and Norma Chapman
Date: Sunday March 4, 2012
Time: 8:30 a.m. - 9:30 a.m.
Location: Steelcase Ballroom A

In this invigorating session, Bobbi Ecker-Blatchford and Norma Chapman will facilitate a panel discussion that is most relevant to floral retailers, designers, event planners, wholesalers and suppliers. You will learn about strategies deployed by each of the panel members for today's economy. You will learn about how to:

1. Stay small and mighty
2. Balance revenue and expenses
3. Cultivate customer loyalty

4. Promote flowers as a top-of-the mind purchase
5. Take the road less traveled

Featured panel speakers are:

- Nancy Butts, CF – Burgett Floral, Grand Rapids, MI
- Tim Galea – Norton's Flowers & Gifts, Ypsilanti, MI
- Courtney Hill – Van's Floral Products, Walker, MI
- Stan Pohmer, Jr. – Flower Promotional Organization, Minnetonka, MN
- Bill Schodowski – Transflora/Delaware Valley Floral Group

We look forward to your attendance and the ideas shared in the Q&A session, reserved at the end of the panel discussion.

Bobbi (The Flora Pros, Chicago) is an award-winning designer, longtime veteran and trusted mentor to many in the floral industry. Her



50-plus-years career began in her family's third generation retail, wholesale and growing operation in Iowa. In addition to earning multiple prestigious awards, The Preesman Company of the Netherlands named a rose in 2010 "High Icon: Bobbi Ecker," to honor her long and outstanding contribution, and for her zest to instill the "Power of Flowers" to everyone who crosses her path.

Norma (DNC Associates, Huntley IL) is a solution seeker and facilitates positive change. She benefits from her 35 years career at a Fortune 500 Company and aggregates her skill and knowledge in areas of customer service, sales, global marketing, and other strategic roles in business management. Norma has facilitated sessions for AIFD, floral wholesalers, IFE, as well as the Heartland Expo/Omaha. Norma greatly appreciates the creativity, artistry and joy that each member of the floral community brings.

★ HANDS-ON SESSION: Picture Perfect Sympathy Designs

Presented by: Robbin Yelverton, AIFD, AAF, CF, PFCI, and Loranne Atwill

Sponsored by: Flower Shop Network

Date: Sunday March 4, 2012

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook A

Additional fees apply / Bring your own tools!

You have a Web site... now you want to put your own custom sympathy designs on it. The arrangements look wonderful, but the pictures just don't do them justice – sound familiar? Learn great tips to making Web-worthy designs and photos in this session! You will make a sympathy arrangement in class, then learn how to photograph it for quality pictures for the Web.

J. Robbin Yelverton, AIFD, AAF, CF, PFCI, is a retail floral shop owner as well as a professional floral

designer/educator with more than 30 years in the floriculture industry. His wide experience as educator, designer, commentator, and shop owner is evident in his informative and exciting presentations. As an award-winning designer, Robbin has presented educational programs before the American Institute of Floral Designers National Symposium, regional and state floral associations as well as wholesale and retail audiences. He is a former Mississippi, Michigan and National Alliance of Floral Associations Designer of the Year. A former classroom instructor, Robbin's southern-influenced style, sense of humor and down to earth stage presence makes for an entertaining and educational program. His expertise in the sales, marketing and design of wedding, sympathy, holiday and everyday designs provide a diverse range of presentation subjects. As co-owner of Blumz... by JRDesigns, Robbin actively uses the social medias of Facebook, Twitter and blogging to market his own floral businesses and can provide helpful insight into their uses for the professional floral shop owner. Most recently, Robbin and his partner, Jerome Kaska, presented "Signals... Effective Marketing Strategies" on the main stage of AIFD's 2011 National Symposium, "Imagine" in San Francisco.

Loranne Atwill, co-owner of Flower Shop Network, has been in the floral industry for more than 25 years. She



has been involved in every aspect of the floral industry, from CFO of the former Redbook Florist Services to retail flower shop owner. Her strong business background, a BS in Accounting from Arkansas State University, combined with her natural creativity has helped her understand the challenges facing the retail floral industry. Loranne has directed the floral photo shoots for Flower Shop Network for the past 10 years. She brings her unique perspective and experience with floral photography to this session.



★ HANDS-ON SESSION: Flirting with Fascinators

Presented by: Carolyn Clark Kurek, AIFD, CFD

Sponsored by: Michigan Floral Foundation

Date: Sunday, March 4, 2012

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook B

Additional fees apply / Bring your own tools!

Was it William and Kate or the fascinating 'Fascinators' that everyone was talking about for weeks after the Royal Wedding? Fascinators are the cutting edge trend in bridal accessories, and this fascinating hands-on session will cover the mechan-

ics and various styles for fascinators. Your brides want them – you need to know how to make them. Take your bridal work to the next level and go big, bold, and fun! Guaranteed to be the most fascinating hands-on class you've ever taken!

Carolyn Clark Kurek, AIFD CFD, is the administrator of the C2K Floral Design School in Indianapolis. Having enjoyed a career in the floral industry and the opportunities to experience nearly every facet the industry has to offer, Carolyn decided to follow her passion for sharing the knowledge she has learned and opened the C2K Floral Design School in January 2011. C2K Floral Design School is a vocational school, accredited with the state of Indiana and offers a variety of classes and workshops for designers at every stage of their career. Visit the school's Web site for more information at c2kfids.com. Carolyn is an award-



winning designer and has been an accredited member of the American Institute of Floral Designers (AIFD) since 1999. She currently serves as a board member for the North Central Chapter of AIFD. Carolyn is truly passionate about floral design and will accept any opportunity or challenge that may come her way. Whether it's designing, teaching, learning, or simply making the public aware of how flowers can enhance life on a daily basis, Carolyn will embrace the moment.



★ BUSINESS SESSION: Are You Connected?

Presented by: Ryan Freeman

Sponsored by: Strider, Inc.

Date: Sunday March 4, 2012

Time: 10:00 a.m. – 11:30 a.m.

Location: River Overlook EF

You are under more pressure than ever

before to do more in less time. Efficiency is the key to balancing the pressures. Ryan will show you how to manage staff, products, business operations and various marketing channels – all while retaining some measure of sanity. You will explore a variety of ways to use technology within your flower shop in day-to-day operations, customer service and marketing. Ryan's passion for marketing and sharing ideas



with florists makes this business session something to attend!

See Ryan's bio on page 8.



SELL--BRATION

2012 GLFE Sunday, March 4

★ **MAIN STAGE SHOW:** **Party Like A Rock Star!**

Presented by: Alex Jackson AIFD, PFCI
Sponsored by: Teleflora
Date: Sunday, March 4, 2012
Time: 10:00 a.m. – 11:30 a.m.
Location: Stage Ballroom A

Weddings, parties and corporate events

are big business! Alex Jackson, Academy Awards designer and winner of numerous floral design awards, will show you how to stretch your budget, give you education tips and show you fabulous designs. You'll learn how to outperform your competition. Alex will help you look like a floral rock star to your clients! See how those extra little details will make you the talk of the town and drive your sales skyward.



See Mario's bio on page 9.



★ **BUSINESS SESSION:** **Here Comes the Bride, Do Not Miss Her!**

Presented by: Jo Buttram, AAF, AMF, PCF, and Shelby Shy
Sponsored by: BloomNet
Date: Sunday, March 4, 2012
Time: 12:00 noon – 1:30 p.m.
Location: River Overlook EF

This enthusiastic, entertaining mother-daughter duo will help you get the competitive edge to boost wedding sales with affordable advertising and marketing ideas. They will help you recognize who the wedding generation is and how to reach them through your Web site, direct mail, magazines, blogging, Facebook and other social media. They will tell you how to sell, market and keep brides coming back! Jo and Shelby run a 37-year-old business that specializes in wedding and special events. They do more than 350 weddings each year and will share how they became the go-to gals for events. Don't miss this fabulous session!

Jo Buttram, AAF, AMF, PCF, is a 35-year industry veteran. She is the owner and operator of Shirley's Flowers Inc. in Rogers, AR. Shirley's Flowers Inc. has received Best of the Best Florist award in three counties by Arkansas Democrat Gazette for 2009 and 2010 and also has been named for 10 years running Best florist in Northwest Arkansas by Benton county Gazette. Shirley's Flowers Inc. work has been featured time and time again in "At Home in Arkansas" magazine, "Celebrate" magazine and "Weddings with Style" magazine. Jo has served on three committees for Society of American Florist in Washington D.C.: Management Advisory Committee, Retailers Council and Consumer Marketing Committee. In March 2009, Jo and her daughter, Shelby, were featured on the front page of "SAF Floral Management" magazine. Jo also served as a board member and president of the Ozark Florist Association and the Arkansas State Florist Association. She received the Ozark Florist Association's Award of Merit in 2002, and the 2006 Arkansas Florist Association's Bill Plummer Distinguished Service Award for commitment, dedication and service to the industry. In 2007 Jo was inducted into the American Academy of Floral Culture. June of 2010 Jo was honored as a Crowning Achievers Business Women and was celebrated as a strong successful business owner. Jo was also featured in an Arkansas state magazine as one of the "FAB FIVE," and was the only woman featured. Jo attributes her great success to her husband



Randy of 32 years, her daughter, Shelby, and her floral family, the staff at Shirley's Flowers Inc., who always stand behind her.

Shelby Shy started working in the floral industry when she was 14-years-old. Following her

graduation from the University of Kansas with a Bachelors of Science degree with an emphasis in Business Communications and Marketing, Shy became a buyer for Wal-Mart Stores, Inc., where she won several 'buyer of the quarter' awards. After half a decade working as a buyer for Wal-Mart, she followed in her family's footsteps and became the third generation Florist of Shirley's Flowers Inc. in Rogers, AR. In 2007 she became the manager and marketing director and senior wedding consultant. Shelby currently serves on Society of American Florist's Consumer Marketing National Committee. She is on the board of Rogers/Lowell Arkansas chamber of Commerce Emerging Leaders, and is a founding member of the Norwest Arkansas Wedding Vendor Group.



★ **MAIN STAGE SHOW:** **Doing the Daily Grind – Another Day, Another Dollar!**

Presented by: Jeff Corbin, AAF, AIFD, CFD, PFCI
Sponsored by: FTD
Date: Sunday March 4, 2012
Time: 12:30 p.m. – 1:45 p.m.
Location: Steelcase Ballroom A

In today's economy, it's important to guarantee that it's a dollar earned – not another dollar spent. As an active owner, Jeff understands the current challenges facing the floral industry. Designs, shop operations and marketing will be the focus of this program. Known for his common sense approach practical designs and business knowledge, Jeff will give you information to help you survive these tight times.



See Jeff's bio on page 10.



★ **BUSINESS SESSION:** **Marketing that Works** — Proven Winners

Presented by: Dan McManus
Sponsored by: Teleflora and Team Floral
Date: Sunday, March 4, 2012
Time: 1:45 p.m. – 3:15 p.m.
Location: River Overlook EF

"I know that half of my marketing budget is wasted... I just don't know which half!"

This session is a compilation of the most effective marketing practices drawn from research with more than 250 top shops nationally. Do Yellow Pages still work? Should I be in the newspaper? Can radio be profitable? What about direct mail? Publisher of "Flowers and Profits," Dan will present answers to all of these questions during this session. Find out what really works and stop wasting money on unproven advertising methods.



See Dan's bio on page 11



teleflora. TEAMFLORAL™

★ **MAIN STAGE SHOW:** **Let's Get This Wedding Party Started Right!**

Presented by: Jackie Lacey, AIFD, PFCI, CFD
Sponsored by: BloomNet
Date: Sunday March 4, 2012
Time: 2:15 p.m. – 3:30 p.m.
Location: Steelcase Ballroom A

The consultation for your reception or special event is just as important as your design skills. You must get the 'dream' out

of your client's mind and into yours to create. And don't forget the challenge of diverse budgets and financial restrictions. Jackie will host a PowerPoint presentation with important information and how-to knowledge on the consultation, then look at the tabletop as our canvas and start to build the setting for the centerpiece. This is how to sell the whole picture, not just the flowers. Starting with a small budget, Jackie will add to the concept and end with a big budget look for greater visual impact and drama. Let's turn "I Do" into "I Did" and it was beautiful!



See Jackie's bio on page 10.



The Perks of Pre-Registering to Expo 2012

Start 2012 with a Sell-O-Bration by entering MFA's pre-registration contest.

The winner will receive a Plaza Dreams one-night stay at the beautiful Amway Grand Plaza Hotel, and a gourmet gift basket put together by Russo's with their pasta and sauce, olive oil, salad dressing, biscotti, truffles, wine and serving spoons, all packaged in a large stainless-steel bowl. All you have to do is register for the 2012 Great Lakes Floral Expo by February 24, 2012, by 5:00 p.m. After you do, you will be entered into a drawing to win this package full of prizes. Call the MFA office at (517) 575-0110, visit www.michiganfloral.org, or fill out the registration form on page 22 today! Remember, all registration forms must be in the MFA office **by 5:00 p.m., February 24, 2012!**



SELL-O-BRATION

2012 MFA Design Contest

Sponsored by: Teleflora, Smithers-Oasis and the Michigan Floral Association

teleflora®

oasis
FLORAL PRODUCTS
www.oasisfloral.com


MichiganFloral
ASSOCIATION

ALL NEW Design Contest!

New divisions, exciting categories, and educational!

\$5,000 in awards and prizes from Teleflora & Smithers-Oasis!

Enter, Learn and Win!

Cash prizes for every category!

Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills could earn you cash prizes, certificates and recognition in *The Professional Florist* magazine, where your designs will be featured in six "Designer Spotlights," sponsored by Nordlie, Inc. You will also represent the Michigan Floral Association at the National Association of Floral Associations (NAFA) National Designer of the Year Competition in Connecticut, October 2012. The Academy winner will represent the Michigan Floral Association in the Sylvia Cup held next September at the SAF Annual Convention. MFA will cover airfare, hotel, meals, and registration fees for both of these contests.

This contest is a perfect opportunity to show off your designs and exchange new ideas while competing – you'll receive professional recognition for your work and gain publicity for you and your shop. Enter today and give yourself something to 'Sell-O-Brate' in 2012!



MFA Design Contest Division Eligibility

Any individual is only eligible to enter one division

Student Division

High School: Open to any full- or part-time student currently enrolled in a high school, and who has NOT worked "professionally" as a floral designer. Student must prove current student status. *Only one entry per student.*

College/Professional Novice: College student must be currently enrolled in a horticulture/ floriculture program or an enrichment, design school or university floriculture program, or an individual that is employed at a floral entity with less than three (3) years' experience in the industry.

Professional Division

Open to any floral professional with three (3) years or more experience in the industry. Contestants may enter one or all three (3) categories. You **MUST** be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300, have six designs featured in the Designer Spotlight in "The Professional Florist" magazine, their name on a plaque, a trip to NAFA's National Designer of the Year competition, where they represent Michigan, and an automatic entry into the Academy Division.

The Academy Division

This division is open to those who are recognized as Academy Designers only. Check out the Design Packet for the new requirements to become an Academy Designer.

For More Information

E-mail Design Contest Chairman Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, at Jerome@blumz.com, call the MFA office at (517) 575-0110, or visit www.michiganfloral.org, to get a Design Contest packet. **YOU MUST REGISTER BY FEBRUARY 24, 2012!** Sell-O-Brate this incredible opportunity and the possibilities! Register now!

Student Division High School Level

Theme: Happy Birthday to You!

Create a fresh flower arrangement suitable for your best friend's birthday party. The arrangement should be reflective of his/her hobby. Include at least three (3) Smithers-Oasis products and feature a principle of design. Place a 4x5 card next to the arrangement listing three (3) things: 1.) Type of reflected hobby. 2.) Two (2) Smithers-Oasis items used. 3.) Featured principle of design. All materials permitted except permanent botanicals (silks) and no props* are allowed. Maximum

wholesale value of \$50. Display space is limited to 30-inches wide and 30-inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

College/Professional Novice

Theme: In Loving Memory

Create a fresh flower sympathy tribute appropriate for a memorial service. The design should express the hobby or passion of the deceased. At least three (3) Smithers-Oasis products must be used in the design. On a 4x5 card please list 3 things: 1.) The hobby or passion depicted. 2.) The Smithers-Oasis products

used. 3.) The two (2) elements of design most prominent in the arrangement. All materials permitted except permanent botanicals (silks) and no props* are allowed. Display space is limited to 30-inches by 30-inches, with no height restrictions. Maximum wholesale value is \$50 (not including the Smithers-Oasis products.) Entry must be secure enough to withstand touching and handling by judges.

Prizes for Student Division Category

- 1st - \$100, Ribbon & Certificate**
- 2nd - \$75, Ribbon & Certificate**
- 3rd - \$50, Ribbon & Certificate**

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

Professional Division

Theme 1: Fresh Design Wedding – Down the Aisle

Create a fresh flower bridal bouquet for an artist that is getting married for the first time. Bouquet must be created in a Smithers-Oasis bridal bouquet holder and must include at least three (3) additional Smithers-Oasis products. On a 4x5 card please list two things: 1.) Indicate the style of bouquet you have created. 2.) List the Smithers-Oasis products used. A complimenting boutonniere must be placed on the table next to the bouquet. All materials permitted except permanent botanicals (silks) and no props* are allowed. Display space is limited to 30-inches by 30-inches, with no height restrictions. You will be supplied with a Smithers-Oasis Vase E-940 (vase is 8-inches tall with a 4-inch opening) to

display your bridal bouquet. This will be the only display vase allowed – no exceptions. Maximum wholesale value is \$50 (not including the Smithers-Oasis products). Entry must be secure enough to withstand touching and handling by judges.

Theme 2: Fresh Sympathy – I Remember You

Using fresh floral products and dried materials, design an easel arrangement to depict the career of the deceased. You must use at least three (3) Smithers-Oasis products and incorporate two (2) design techniques. On a 4x5 card list three things: 1.) The three Smithers-Oasis products used. 2.) The two most prominent design techniques. 3.) The career depicted. All materials permitted except permanent botanicals (silks) and no props* are allowed. Display space is limited to 48-inches by 48-inches, with no height restrictions. Maximum

wholesale value is \$75 (not including the Smithers-Oasis products.) Entry must be secure enough to withstand touching and handling by judges.

Theme 3: SURPRISE... SURPRISE!

This is just like doing an order at the shop! All contestants will be given identical flowers and hardgoods to create a design on site. All design items will be provided; all you need to bring are your tools. Knife, scissors, wire cutters and bunch cutters are the only items you are allowed. All contestants will meet near the registration desk promptly at 6:00 p.m. Designing will begin at 6:15 p.m.

Prizes for all Professional Division Categories:

- 1st - \$100, Ribbon & Certificate**
- 2nd - \$75, Ribbon & Certificate**
- 3rd - \$50, Ribbon & Certificate**

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

Academy Division

Academy Theme: Hats Off to 'Bobbi!'

Off to the party we go! Each contestant will create a floral head piece/hat to be displayed on an equally creative and appropriate hat stand. Hat or headpiece must be removable and able to be worn for judging. The hat/headpiece must include at least four (4) Smithers-Oasis products. Each contestant must

display entry on a 72-inch round table, to be provided. Props are permitted. Please place 8-inch by 10-inch frame to indicate the theme of the party and list the Smithers-Oasis products used. The removable hat/headpiece must fit into a \$100 wholesale, cost not including the Smithers-Oasis products. This category will be judged twice by each evaluator, with one score sheet for the hat/headpiece

alone and one score sheet for the entire presentation. Highest overall score wins.

Prize for the Academy Division
\$500 cash, winner plaque and named inscribed on traveling honorary award. The Academy winner will also represent the Michigan Floral Association in the Sylvia Cup Design Contest held September 2012 at the SAF Annual Convention.

SELL-O-BRATION

2012 GLFE Retail Shop Dinner Tour

Friday, March 2, 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! Sell-O-Brate 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. This is Kathy's last year as your host, so don't miss her farewell tour! 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!

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

Grand Haven Garden House

901 S Beacon Blvd, Grand Haven, MI 49417

Phone: (616) 842-8680

www.ghgardenhouse.com



Horsd'oeuvres & Beverages

Grand Haven Garden House welcomes the 2012 Expo Retail Shop Dinner Tour! Our shop enters its 30th year in business in 2012 with lots of excitement – we were named the 2011 People's Choice for Best Florist in Grand Haven and recently added our fifth designer. Dale and Kathy Kwekel, the original owners, are active in helping create eye-popping displays and finding unique merchandise for their customers. Service, satisfaction and sustainability are our themes as we look forward to the next 30 years in business!

Picket Fence Floral & Design

897-20 S. Washington, Holland, MI 49423

Phone: (616) 355-0229

www.picketfenceflowers.com



Salad

Picket Fence Floral & Design is a family business that began in 2000 with an idea and a direction. Our mission was to create wedding flowers for the discriminating bride. The name Picket Fence Floral came from the 100-year-old white picket fence that was at Sarah Boetsma's grandmother's cottage as a child. Many displays were made from the fence. We offer everyday flowers and wedding and special event floral designs, and our designers vary from contemporary to Victorian and everything between. Being a full-service floral shop has been fun and exciting for Karen De Jonge, who has been in the manufacturing, design and retail business for more than 30 years, and her daughter, Sarah, who runs the day-to-day operations and has done wedding and event flowers for more than 11 years. Together they have fun and keep things fresh and updated in a family-style environment. Picket Fence Floral & Design has had steady growth and a wonderful experience in the floral industry. Keeping our ideas fresh and unique has been our main focus, which has paid off.

Eastern Floral & Gift

11595 E Lakewood Blvd, Holland, MI 49424

Phone: (616) 399-5060

www.easternfloral.com



Main Course

Eastern Floral is proud to welcome the Michigan Floral Association to our Holland location. Originally located on the north side of Holland and now residing in Crossings Plaza, the nine-year-old, 6,500 square-foot shop is one of seven Eastern Floral locations. The 400 square-foot freestanding cooler serves as the focal point upon walking in the front door. Step over the painted pond on the floor, make your way under an arbor of grapevine, and follow the stone walkway throughout the store. The open, airy, contemporary look has attracted many new customers, and now has available space to offer design classes during the annual Tulip Time Festival and Holiday Open House. Family owned and operated, Eastern Floral is committed to offering only the finest floral designs, plants, gift items and much more, backed by service that is friendly and prompt. Our talented Master Designers offer distinctive, personalized arrangements that range from traditional to elegant, modern and beyond. With recognition as a Top 50 Teleflora florist, voted "#1 Florist" by many local media surveys, and a constant commitment to exceed customer expectations, Eastern Floral stands out as one of the nation's leading floral retailers.

Don's Flowers & Gifts

217 E. Main, Zeeland, MI 49464

Phone: (616) 772-2117

www.dons-flowers.com



Dessert

Don's Flowers & Gifts is happy to welcome the 2012 Michigan Floral Retail Tour. The Don's team has been serving West Michigan for more than 61 years. Don Vos began growing plants in a small greenhouse behind his parents' home at the young age of 17. Today, Don's Flowers is still family owned and operated. Don's wife Kathy is involved in the business, his son Doug is responsible for operations, his grandson Michael is the head of the new outdoor landscape maintenance division, and his granddaughter Katie is the newest retail manager. With recognition as a top 100 Teleflora Florist and voted #1 florist by "Holland Sentinel" readers, we are the premiere destination for flowers in the West Michigan area. In addition to the finest flower arrangements and our own greenhouse, our gift shop features Vera Bradley Handbags, Byer's Carolers, Hallmark Card & Gifts, Willow Tree Angels, Department 56 Villages, Kringle Candles and so much more. Our Interior Plantscape division currently serves more than 250 accounts, and we have a full-service coffee shop, Mainstreet Beanery.

The Great Celebration!

Sell-O-Brate this evening filled with friends, flowers and awards.

Don't miss the President's Recognition Banquet, Saturday evening, March 3, 2012 in the stunning, newly remodeled, Ambassador Ballroom at the Amway Grand Plaza Hotel.

Additional Fees Apply

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

Center Concourse adjacent to the Ambassador Ballroom.

Recognition Banquet and Industry Awards Ceremony • 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 2012 Industry Awards.

You are cordially invited to the Michigan Floral Association's version of the Academy Awards!

Expect the spectacular as Colleen Carr, AIFD, CF, and her team of students and professional designers present Simply Sellable creations to inspire you!

"I want to show you what sells for me so you can take it to your shop," Carr said.

"It will be a variety of looks you can sell in your market."

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!

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.grnow.com,



Thanks for Sell-O-Brating with MFA!

The Michigan Floral Association would like to thank these fine sponsors



SELL-O-BRATION

Books, Bids, Showcases

Sell-O-Brate Books at the MFA Book Fair

Saturday March 3 • Time: 9:00 a.m. – 5:00 p.m.

Sunday March 4 Time: 8:00 a.m. - 3:30 p.m.

Location: Welsh Lobby (MFA Registration Desk)

At the MFA Book Fair, you'll find something that's hard to find at stores these days: a great deal! And these high-value books are all aimed at you, the florists! A wide variety of books will be available, aimed at designers, shop owners and employees. Outmaneuver the competition by Sell-O-Brating a great deal and take some books back to your shop in 2012! All profits from the MFA Book Fair benefit the MFA Education Fund.

Place Loud Bids at the Silent Auction

Saturday March 3 • Time: 9:00 a.m. – 5:00 p.m.

Sunday March 4 • Time: 8:00 a.m. – 2:00 p.m.

Location: Steelcase Ballroom A

At the 2012 Expo, you'll learn how to Outperform, Outmaneuver, Outsell and... Outbid! There'll be floral supplies, floral products, unique gifts, gift certificates, services and much more. One hundred percent of the proceeds from the auction go to the MFA Scholarship Fund, which provides MFA-sponsored educational programs, including the Great Lakes Floral Expo, related expenses, MFA testing and certification for deserving florists. In 2011, twelve scholarships were granted. Please call Silent Auction Co-Chairman Jim Schmidt at (800) 777-9945, or the MFA office at (517) 575-0110, to donate a service or product – you'll be Sell-O-Brating a great cause!

AIFD Showcase

Location: Secchia Foyer, open all weekend



The 2012 AIFD Showcase will Sell-O-Brate fascinating full-scale floral designs and installations of inspiring works by North Central AIFD members. Each first-rate designer presents a floral presentation with rich colors, fragrances and textures that will be on display the entire weekend. This experience is a favorite for both florists and the flower-loving public.

CF Showcase

Location: Secchia Foyer, open all weekend

Sell-O-Brate Certified Florists and their exciting exhibits – on display the entire weekend. If you're a designer looking for inspiration, look no further! These displays will inspire your creativity and show you what CF can do for you. The public will learn what the CF credential means, lending more reason to buy from a professional retail florist.

2012 Student Design Contest & Showcase

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

Location: Secchia Foyer



Support student designers by Sell-O-Brating their budding creativity at the 2012 Student Design Contest and Showcase! This is their opportunity for special recognition and encouragement, and a chance to meet their hard-working instructors. Proud student designers stand by their designs – be sure to stand with them and support our industry leaders of tomorrow.

Tradeshow Marketplace

Friday, March 2 • Time: 7:00 p.m. – 9:00pm

Saturday, March 3 • Time: 9:00 a.m. – 5:00 p.m.

Special Shopping:

Time: 9:00 a.m. – 10:45 a.m.

Sunday, March 4 • Time: 8:00 a.m. – 3:30 p.m.

Location: Steelcase Ballroom A

Everything you need for your flower shop in one place... how much easier can it get? Browse or buy the latest and greatest cut flowers, green and blooming plants, decorative containers, floral hardgoods, jewelry and so much more. You'll appreciate the opportunity for unhurried conversations with the quality vendors who are happy to assist you. It's more important than ever to support these fine companies that make Expo possible.

The Hunt is on: Outperform the Competition!

Outmaneuver others on the tradeshow floor with the scavenger hunt! Outperform your competition as you get your game card filled at each vendor. Once you have visited all participating booths, return your game card to the registration desk and you will be entered for a chance to win the CASH! **The winner will be drawn Sunday, March 4 at 2:00 p.m. on the Main Stage in Steelcase Ballroom A.**

Annual MFA Meeting

www.mhifund.org

Michigan Horticultural Industries
Self-Insured Work Comp Fund

Sunday March 4 • Time: 8:00 a.m. – 8:30 a.m.

Location: Stage Ballroom A

Learn what your association has been up to over the past year and find out our plans for the upcoming year. Meet members of the MFA staff and board of directors as you enjoy a free continental breakfast. Sponsored by: The Michigan Horticultural Industries Self-Insured Workers Compensation Fund.

COLOR KEY:

Green: Business Sessions
 Blue: Hands-On Sessions
 Purple: Main Stage Shows
 Red: Retail Shop Tour, MFA President's Banquet
 and Industry Awards Ceremony
 *Not included with weekend pass.

GLFE 2012 Schedule at a Glance

FRIDAY, MARCH 2, 2012

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Welsh Lobby
9:30 a.m. - 4:30 p.m.	*Business Session: Ryan Freeman – Internet Marketing: Spring Training	River Overlook EF
9:30 a.m. - 4:30 p.m.	*Hands-On Session: Mario Fernandez – Outshine Your Competition in Wedding Design	River Overlook AB
12:00 noon - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
4:00 p.m. - 6:30 p.m.	Design Contest Registration	Secchia Foyer
6:00 p.m. - 11:00 p.m.	*Retail Shop Tour	Welsh Lobby
7:00 p.m. - 9:00 p.m.	Tradeshow Open and Cash Bar	Steelcase Ballroom A
7:15 p.m. - 8:30 p.m.	*Hands-On Session: FFA Student Certification Test Prep with Brad Youngstrom	River Overlook AB
9:00 p.m. - 10:00 p.m.	Main Stage Show: Derek Woodruff – Move, Shake, Drop: The Kinetic Show!	Steelcase Ballroom A

SATURDAY, MARCH 3, 2012

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. - 10:45 p.m.	Special Tradeshow Shopping Time	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	Silent Auction	Steelcase Ballroom A
9:00 a.m. - 5:00 p.m.	Book Fair	Welsh Lobby
9:00 a.m. - 11:30 a.m.	Hands-On Sessions <ul style="list-style-type: none"> • *Alex Jackson: Behold the Bridal Bouquet • *Jeff Corbin: Body Flowers for Weddings • *Jackie Lacey: Bouquets to Boutonnieres 	River Overlook A River Overlook B River Overlook C
9:00 a.m. - 10:15 a.m.	Business Session: Ryan Freeman – Online Marketing Crash Course	River Overlook EF
10:00 a.m. - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
10:45 a.m. - 12:00 noon	Business Session: Dan McManus- It's Only Money – Capture What You Deserve!	River Overlook EF
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom A
12:30 p.m. - 1:15 p.m.	Main Stage Show: Designer of the Year Run Off – commented by Jerome Raska	Steelcase Ballroom A
2:00 p.m. - 3:30 p.m.	Product Reviews	Steelcase Ballroom A
1:00 p.m. - 3:00 p.m.	Business Session: Stan Pohmer – The Challenges of the Retail	River Overlook EF
2:00 p.m. - 3:30 p.m.	Student Design Contest Showcase	Secchia Foyer
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Mario Fernandez – Keep Your Shop Buzzing All Year Long!	Steelcase Ballroom A
3:30 p.m. - 5:00 p.m.	Business Session: Stan Pohmer – Connecting With Your Customers	River Overlook EF
6:00 p.m. - 6:45 p.m.	*President's Reception	Center Concourse
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet	Ambassador Ballroom
9:00 p.m. +	*Grand Rapids Nightlife (on own)	Downtown GR

SUNDAY MARCH 4, 2012

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
8:00 a.m. - 2:00 p.m.	Silent Auction	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	Tradeshow Open	Steelcase Ballroom A
8:00 a.m. - 3:30 p.m.	Book Fair	Welsh Lobby
8:00 a.m. - 8:30 a.m.	Annual MFA Meeting & Breakfast	Steelcase Ballroom A
8:30 a.m. - 9:30 a.m.	Main Stage Panel Business Session: Idea Swap Breakfast with Bobbi Ecker-Blatchford, Norma Chapman, Nancy Butts, Tim Galea, Courtney Hill, Stan Pohmer, and Bill Schodowski	Steelcase Ballroom A
9:00 a.m. - 11:30 a.m.	Hands-On Sessions <ul style="list-style-type: none"> • *Robbin Yelverton and Loranne Atwill: Picture Perfect Sympathy Designs • *Carolyn Clark Kurek: Flirting With Fascinators 	River Overlook A River Overlook B
10:00 a.m. - 11:30 a.m.	Business Session: Ryan Freeman – Are You Connected?	River Overlook EF
11:00 a.m. - 6:00 p.m.	Retail Store – Open Hours	Grand Gallery
10:00 a.m. - 11:30 a.m.	Main Stage Show: Alex Jackson- Party Like A Rock Star!	Steelcase Ballroom A
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom A
12:00 noon - 1:30 p.m.	Business Session: Jo Buttram and Shelby Shy – Here Comes the Bride, Do Not Miss Her!	River Overlook EF
12:30 p.m. - 1:45 p.m.	Main Stage Show: Jeff Corbin – Doing the Daily Grind – Another Day, Another Dollar!	Steelcase Ballroom A
1:45 p.m. - 3:15 p.m.	Business Session: Dan McManus – Marketing That Works – Proven Winners	River Overlook EF
2:00 p.m.	Silent Auction Bids Closed	Steelcase Ballroom A
2:15 p.m. - 3:30 p.m.	Main Stage Design Show: Jackie Lacey – Let's Get This Wedding Party Started Right!	Steelcase Ballroom A
3:30 p.m.	Tradeshow Closes	



SELL-O-BRATION
outperform • outmaneuver • outsell

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

Company Name: _____ Company Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Web Site Address: _____

E-mail Address: _____

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 2-4, 2012

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 Sell-O-Bration Pass (three types available).

Save by registering your entire staff with the WEEKEND SHOP SELL-O-BRATION Pass where all your employees can come!

	OPTIONAL EVENTS						TOTAL ALL EVENTS						
	Friday			Saturday			Sunday						
Member	Student Weekend Sell-O-Bration Pass*	Friday Only*	Saturday Only*	Sunday Only*	Weekend Value Sell-O-Bration Pass*	Weekend Shop Sell-O-Bration Pass*	Business Session: Ryan Freeman – Internet Marketing: Spring Training	Hands-On All Day Session: Mario Fernandez – Outshine Your Competition in Wedding Design	Hands-On Session: Behold the Bridal Bouquet	Hands-On Session: Body Flowers for Weddings	Hands-On Session: Bouquets to Boutonnieres	Hands-On Session: Picture Perfect Sympathy Designs	Hands-On Session: Firing With Fascinators
	\$30	\$40	\$60	\$60	\$139	\$600	\$99.95 for the first attendee or \$59.99 for each additional staff member	\$45	\$25	\$85	\$85	\$60 or \$55 ^{rea.}	\$85
	\$45	\$60	\$100	\$100	\$189	N/A		\$65	\$45	\$125	\$125	\$125	\$125
Non-Member <i>To become an MFA member visit www.michiganfloral.org</i>													
1.													
2.													
3.													
4.													
5.													
6.													

Attach an extra sheet if more room is needed

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 7, 2012 to ensure the convention rate of \$126.00 per night.

ALL FEES ARE STRICTLY NON-REFUNDABLE.

Use Your Credit Card (circle one)



Credit Card #: _____ Expiration Date: _____ Security Code # _____

Name on Card: _____

Signature: _____

Business Card and Tax ID required for registration.

After Monday, February 27, 2012, 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)

REGISTRATION TOTAL

Check Credit Card



INMEMORIAM

Tony Sarandes

Equiflor mourns the passing of Anthony "Tony" Sarandes, beloved founder and longtime CEO of Equiflor Corporation. Tony retired from Equiflor in 2005, but remained actively involved as a trusted advisor. Diagnosed with Parkinson's, Tony fought a courageous battle with the disease for more than 18 years. Tony passed away October 9, 2011, from complications as the result of a stroke. He was 63 years old.

"We are all very saddened by Tony's passing," said Victor Giorgini, partner and CEO of Equiflor. "He founded Equiflor and was a marketing genius ahead of his time. He will always be remembered as a great leader and friend, but most importantly he will be remembered as an inspiring role



model and mentor."

Tony began his career as a stock trader and started in the floral industry with Bunning the Florist in the mid 1970's, selling franchises for the business. His floral career continued with Florifax and soon after, he was

hired as president of Southern Rainbow where he worked from 1979 to 1986.

Having founded Equiflor in 1986, Tony developed the revolutionary idea of branding flowers. He created the Rio Roses brand, among others, with the dream that florists can sell a branded product that consumers can ask for by name. With the Rio brand, he also developed the Power

Partnership program, which assisted wholesale and retail florists in selling more flowers and building their businesses.

"Tony had a vision for solutions," said Raul Marrero, partner and senior vice president of Equiflor. "Along with his savvy business sense, he had the ability to see talents in people and develop those talents to the fullest. He was an amazing mentor, and a more amazing friend."

Tony strongly believed in marketing and education, building customer loyalty, developing talent, and providing customers with high quality flowers. He instilled this culture at Equiflor and the company continues to live these principles today. Tony was an outdoorsman who had a passion for flying airplanes and a love of the ocean. Tony is survived by his wife, Linda, and daughter, Andrea. He will be missed dearly. ✨

Professional Education Center

Steps to Certification • Instructor: Cindy Ching, AIFD, CFD • January 5, 2012, 10:00 a.m. – 4:00 p.m.

Cindy guides those who plan on becoming a Certified Florist. You'll get tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam, with the all-new CF sections to the written and hands-on! Attendees will leave with a clear understanding of what it takes to pass the prestigious national CF exam. **Please bring your own tools.**

AIFD Prep Workshop • Instructor: Jackie Burrell, AIFD, CF • January 10, 2012, 10:00 a.m. – 4:00 p.m.

Are you thinking about becoming an AIFD Designer? This workshop will help you prepare for this testing. You will be given fresh flowers, supplies and an order to fill, which will be timed, just like the real test. Then AIFD members will give you critiques and helpful information to help you get ready to take the AIFD test.

Derek Woodruff, AIFD, CF, said: "This workshop pre-test is great! This workshop helped me tremendously in mechanics and in creative flair and much more. How much more helpful can it be then to have the professionals tell you what you are doing wrong and what you need to do?"

If you would like to talk to Derek about this class or have questions on how it helped, e-mail him at floralunderground@gmail.com or call him at (231) 715-6550.

Floral Design School: Introduction to Design • Instructor: Tim Latimer, CF 12 weeks of classes, every Thursday, January 12 – March 29, 2012, 6:00 p.m. – 9:00 p.m.

This comprehensive course will introduce 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. 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.

Visit www.michiganfloral.org or call the MFA office at (517) 575-0110 for more information and to enroll!

MFAEVENTS

Michigan Floral Foundation 2011 Hall of Fame Induction

On September 20, the Michigan Floral Foundation (MFF) inducted Mr. James O. Nordlie of Nordlie, Inc., into its Hall of Fame. The event was held at The Inn at St. John's in Plymouth, MI. The evening featured a reception, industry update by Robert "Bob" Williams, AAF, PFCI, VP of North American operations at Smithers-Oasis and current president of the Society of American Florists, followed by dinner and the induction ceremony. The evening was emceed by Mr. Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI, of Blumz by JRDesigns in Detroit and Ferndale, MI. MFF Chairwomen Jeanette Ballien of Gaudreau the Florist in Saginaw, MI., reviewed the life and company history of Mr. Nordlie before presenting him with a beautiful Waterford crystal vase.

One of many highlights from the evening was a slideshow presentation featuring many photos from the life of Mr. Nordlie, some featuring him in his P-51 Mustang aircraft that he flew over



Mr. James O. Nordlie is presented the 2011 MFF Hall of Fame award by Mrs. Jeanette Ballien, MFF Chairwoman, and Mr. Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI.

SPECIAL THANKS

The Michigan Floral Foundation would like to give a special thanks to the following corporate sponsors (listed alphabetically) for their gracious support of the Foundation and the Hall of Fame dinner:

- Allstate Florals
- Berwick/Offray
- Fresca Farms
- Golden Farms
- Rosa Flora LTD
- *Smithers-Oasis
- *Teleflora
- *William F. Puckett

**Indicates Full Table Sponsorship for the event*

Northern China during WWII. In an article about Mr. Nordlie's war experience, he said: "Our work was all low level, mostly dive bombing and strafing -bridges, rail yards, airdromes, warehouses, and military installations. Besides 'ground fire,' our biggest problems were bad weather, mountains, dust storms, lack of navigational aids, and shortages of fuel."

After the war ended Mr. Nordlie returned to finish his schooling at the University of Michigan.

He said: "I am flattered, appreciative, and humbled... thank you all! My father, Fred Nordlie, would be most pleased and I thank him for spending 20 years, including the depression years of the '30's, building a reputation and a business that became Nordlie, Inc. A great part of the credit goes to our loyal, hard working, and dedicated employees. It's similar to the air corps in WWII - the pilots were the 'fancy pants,' but it was the linemen and crew chiefs who saved our lives everyday."

Anyone wishing to honor Mr. Nordlie through a donation to the Michigan Floral Foundation (MFF) is welcome to do so. Donations are 100-percent tax deductible. Donations can be mailed to the MFF, P.O. Box 67, Haslett, MI. 48840, made online at www.michiganfloral.org/mff.html or call (517) 575-0110 for more information. ✿

The Michigan Floral Foundation was founded in 2007 and has been established to support and advance the floral industry, its members and the communities they serve. The Foundation meets this responsibility through educational opportunities and community enrichment activities. The MFF will periodically honor outstanding members of the floral industry who have mentored and inspired their fellow industry members. The Michigan Floral Foundation Hall of Fame has been established to record the contributions of those so honored.

We are here to help...

Kennicott Brothers Company

Serving the Midwest Floral Industry since 1881
Visit us at one of our seven locations or on the web
at www.kennicott.com.

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

Aurora, IL
630-896-1091
720 New Haven

Chicago, IL
312-492-8200
452 N Ashland

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

Hammond, IN
219-933-7515
4316 Calumet

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

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



**KENNICOTT
BROTHERS
COMPANY**
SINCE 1881

AN EMPLOYEE OWNED COMPANY

DESIGNERSPOTLIGHT

That Came from the Funeral?

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

Although my business does not do many funeral arrangements, I always receive positive feedback from both the sender and the funeral directors on the occasions I do this kind of work. Why? Because it was often the one piece that everyone liked the most. My secret? The designs don't actually look like they belong at a funeral. This arrangement is a great example. It has interesting foliage, a simple design and a significant color. The key element is its simplicity. The composition contains five stems of orange Mokara Orchids, one bunch of Flax Leaves, a couple stems of green Kangaroo Paw and some green moss. It only took about five minutes to produce! This is the arrangement that the family will tussle over for who gets to take it home. And this family will be calling you the next time someone is getting married, because they remember the distinctive design that was unique and made them happy. ✿

Sponsored by



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



Photo by Al Cooley Photography - www.myspace.com/squareshooter

CONGRATULATIONS MHI FUND

\$1.8 Million back in members' pockets!

**70% of Members Are Receiving
56% of Their Premium Back**

Over \$17 Million Returned Since 1993

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

Endorsed By



MichiganFloral
ASSOCIATION

www.michiganfloral.org

Contact Rod Crittenden
rod@michiganfloral.org
517.575.0110



administered by

REGENCY GROUP

800.686.6640 | www.mhifund.org

Chairwoman's Report: Test Time!



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



You still have time to take the CF Test and get inducted at the 2012 Great Lakes Floral Expo in March. No excuses! You know you have been putting this off

for a long time, and we are making it even easier. The online testing with Michigan State University is nearing completion, which means within weeks you will be able to take the written portion online. We are so fortunate to

have our good friend, Bridget Behe, CF, PhD, working with MFA Executive Vice President Rod Crittenden to make this a reality. Thank you, Bridget and Rod!

Mark your calendar for Cindy Ching's next preparation class on January 5, 2012. Written and/or hands-on testing is scheduled for January 15, 2012. Stop putting off this important next step in adding value to your resume. Set yourself apart... you will be so proud to add the CF credentials to your name! ✿

Kathy Petz is a senior national account director at Teleflora.

A Beautiful Advertising Opportunity



To place an ad call Rod Crittenden at (517) 575-0110

CLASSIFIED ADS

HELP WANTED

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.

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2012 silent auction:

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

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

Professional Florists' Institute

A Private Vocational School Licensed by the State of Michigan

Day & Evening Classes Available

Wesley Berry, Director

Established in 1979

Class Schedules and Enrollment Information Available On-line

www.800wesleys.com/institute.html

6677 Orchard Lake Rd. West Bloomfield, MI 48322 248 851-2881

Business Insurance.



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

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

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

Auto-Owners Insurance

As a member of the



MichiganFloral
ASSOCIATION

You'll save big!

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

Mr. Steve Grinnell

David Chapman Agency

sgrinnell@davidchapmanagency.com

PH: (517) 321-4600

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 or call (517) 575-0110 and register today!

UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)		
1. Publication Title The Professional Florist		2. Publication Number 0 2 6 2 - 1 7 X
4. Issue Frequency Bi-Monthly		3. Filing Date 11-21-11
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+®)		6. Annual Subscription Price \$60 - \$610
1152 Haslett Road, Haslett, MI 48840		Contact Person Rodney Crittenden Telephone (include area code) 517-575-0110
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer) 1152 Haslett Road, Haslett, MI 48840		
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)		
Publisher (Name and complete mailing address) Rodney P. Crittenden PO Box 67, Haslett, MI 48840		
Editor (Name and complete mailing address) Heidi Anderson PO Box 67, Haslett, MI 48840		
Managing Editor (Name and complete mailing address) Same As Editor		
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.)		
Full Name Michigan Floral Association		Complete Mailing Address P.O. Box 67, Haslett, MI 48840
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box <input checked="" type="checkbox"/> None		
Full Name		Complete Mailing Address
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: <input checked="" type="checkbox"/> Has Not Changed During Preceding 12 Months <input type="checkbox"/> Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)		
PS Form 3526, September 2007 (Page 1 of 3 (Instructions Page 3)) PSN 7530-01-000-9031 PRIVACY NOTICE: See our privacy policy on www.usps.com		
13. Publication Title The Professional Florist		14. Issue Date for Circulation Data Below Issue VI 2011
15. Extent and Nature of Circulation		
		Average No. Copies Each Issue During Preceding 12 Months
		No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		1500
		1500
b. Paid Circulation (By Mail and Outside the Mail)		
(1)	Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1167
(2)	Mailed In-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	0
(3)	Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®	0
(4)	Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)	0
c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))		1167
		1117
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)		
(1)	Free or Nominal Rate Outside-County Copies Included on PS Form 3541	0
(2)	Free or Nominal Rate In-County Copies Included on PS Form 3541	0
(3)	Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	0
(4)	Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	283
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		283
		283
f. Total Distribution (Sum of 15c and 15e)		1450
		1400
g. Copies not Distributed (See Instructions to Publishers #4 (page #3))		50
		100
h. Total (Sum of 15f and g)		1500
		1500
i. Percent Paid (15c divided by 15f times 100)		80.48%
		79.78%
16. Publication of Statement of Ownership <input checked="" type="checkbox"/> If the publication is a general publication, publication of this statement is required. Will be printed in the 2010 VI issue of this publication. <input type="checkbox"/> Publication not required.		
17. Signature and Title of Editor, Publisher, Business Manager, or Owner Rodney P. Crittenden, Editor, The Professional Florist		Date 11-21-11
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).		
PS Form 3526, September 2007 (Page 2 of 3)		

BUSINESSCARDADS



Bing Gosi
President/CEO

2836 Broadmoor S.E.
Grand Rapids, MI 49512
616.949.2200
Fax: 616.949.9009
800.494.2202
bing@gosi.net
www.easternfloral.com

Alice E. Waterous, AIFD, CF, CFD, PFCI
Alice Waterous
Floral Consultant LLC

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



(248) 437-4168

Brian Bak
Owner

22880 Pontiac Trail • South Lyon, MI 48178
Hours: Monday - Friday 9 - 6, Saturday 9 - 4
www.flowersbybakman.com



Conner Park
FLORIST, INC.

JOHN ADAMO
Family owned & operated

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

Ridgeway
Floral & Gifts

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




Flowers from
Sky's The Limit

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

the professional
florist

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

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

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

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

MISSION STATEMENT

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

Weber's FLORAL & GIFT

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

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



Wesley Berry
Flowers

Wes Berry

MICHIGAN'S BEST
The Detroit News

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

VENDORS

NEED DISPLAY OR STORAGE COOLERS?



800-521-0398 www.SRC.us



Post Gardens
Greenhouses
Battle Creek Division

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

JIM TUINIER
Owner

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



LION RIBBON CO.
TOM SWIENTEK
(517) 256-7070 Bus./Fax
2181 Woodleaf Ct.
Okemos, MI 48864

Florists on Facebook!

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

**To Place
Business Card Ad
Call Rod at
(517) 575-0110**



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" PETITTE 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



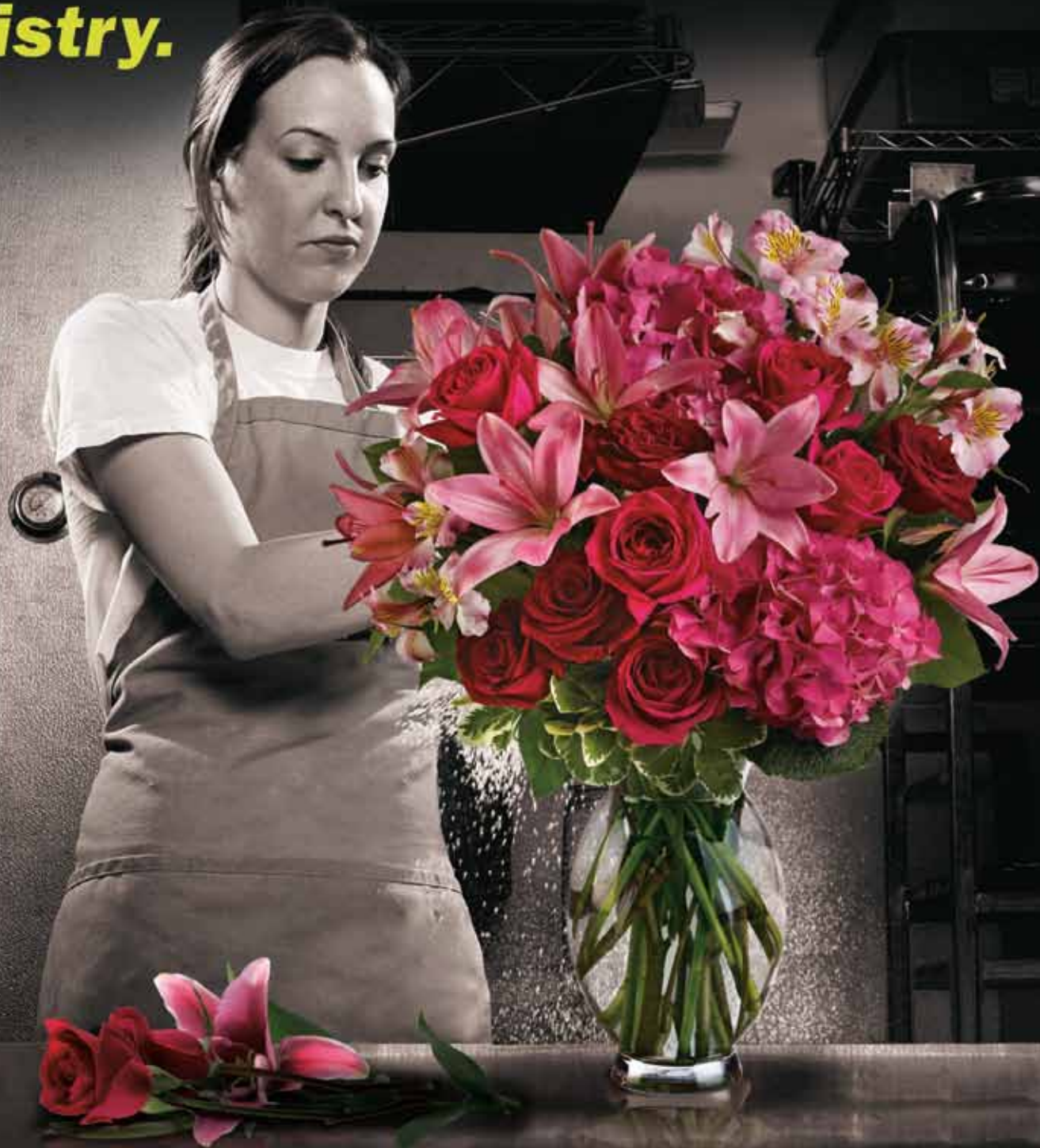
3967CLR
 Van's #291722
 6" BUBBLE BOWL
 PLAIN
 Opening: 4.25"
 12/Case



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



You can't drop-ship artistry.



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

Drop-shippers cut independent florists like you out of the equation. They also cut into your profits – an estimated \$500 million last year alone. At Teleflora, we've made it our mission to Save the Florists. Which is why 100% of our orders are hand-arranged and hand-delivered. Never box-shipped. Visit savetheflorists.com.

teleflora.

©2009 Teleflora FM2524

**SAVE THE
FLORISTS.**