

Volume V 2014

**AIFD
Picture Review**

**AIFD Honors
Bob Friese**

**Spring Holiday
Floral Planning**

**SAF Convention
Report**

**Industry Mourns
Tom Butler**

**WUMFA Goes
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**Surviving the
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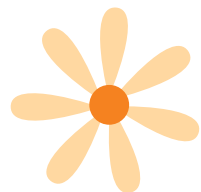
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Volume V 2014

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- 4 Leadership Report**
Michigan to Welcome Floral Association Leaders
By Bob Patterson, MFA President, Patterson's Flowers
- AIFD Symposium**
- 6 2014 AIFD Symposium**
By Cindy Ching, AIFD, CF; Photos By Colleen Carr, AIFD, CF, CFD
- 6 AIFD Honors Bob Friese, AIFD, CFD**
- 7 MFA and WUMFA Congratulate Members on AIFD, CFD Designations**
- 8 The Language of Flowers**
By Loann Burke, AIFD, CFD, PFCI
- Spring Holidays**
- 10 Spring Holiday Floral Planning in Supermarkets and Flower Shops**
By Patty Malloy, AIFD, CFD
- Designer Spotlight**
- 13 Making Mother's Day Memories**
By Libbie Deering, CF
2014 MFA Academy Winner
- Industry Info**
- 14 Galea Elected to SAF's Retailers Council
Tim Farrell Installed as New AIFD President
Seven Inducted into AAF
Four Join PFCI
Strategies to Win Over More Flower Buyers
Fragrance Is What Consumers Want
ACA Seasonal Relief Legislation Introduced
SAF Convention Report**
- In Memoriam**
- 16 Industry Mourns Tom Butler, AAF, PFCI**
By Barbara Gilbert, Editor
- CF Report**
- 18 Binding Technique**
- Hall of Fame**
- 19 The Michigan Floral Foundation Will Honor Kathy Petz, AAF, CF, PFCI**
- Design Tip**
- 20 Creative Coils as Wristlets**
By Derek Woodruff, AIFD, CF, PFCI, MFA Designer of the Year
- Highlights**
- 21 Michigan Teleflorists Make Someone Smile**
By Libbie Deering, CF
- WUMFA Section**
- 22 Education Tops WUMFA Agenda**
By Diane Schulte, CF, WMFM, WUMFA President
- 23 WUMFA Goes to the Fair**
By Barbara Gilbert, Editor
- 25 WUMFA Educational Opportunities**
- Holiday Prep**
- 26 Surviving the Holidays in a Rural Community**
By Bob Larson, AIFD, CFD
- 29 Business Card Ads**
- 29 Professional Education Center**
- 30 Classified Ads**



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LEADERSHIPREPORT

Michigan to Welcome Floral Association Leaders

BY BOB PATTERSON, MFA PRESIDENT, PATTERSON'S FLOWERS



One of the most fulfilling reasons for belonging to and participating in the Michigan Floral Association is the many networking opportunities it provides. By getting involved in committees and serving on the board of directors, I've greatly expanded my network of industry peers. This couldn't have happened without getting involved.

One opportunity I've had since serving as MFA president is attending the National Alliance of Floral Associations (NAFA) Annual Conference. At this conference, florist association leaders meet to exchange ideas and improve their programs. Each year board members and staff of these associations come together to learn and network, taking back home critical information to better serve their members. Last year, I attended my first meeting of this group when leaders from

over 20 state/regional associations met in Atlanta, Georgia. It was a wonderful, dynamic group that I was proud to be a part of.

On October 4-6, 2014, the group plans to meet at Mission Point Resort on Mackinac Island. I'm really looking forward to the event and welcoming florists from around the country to the great State of Michigan. NAFA President Dianna Nordman, AAF, of the Texas State Florists' Association; NAFA Vice President Michelle Gaston of AmeriHort and NAFA Treasurer/Secretary Rod Crittenden of the Michigan Floral Association and Wisconsin Upper Michigan Floral Association have put together two days of intensive round table discussions. Some of the topics that will be covered include:

- Conventions/Trade Shows
- Giving Recognition and Awards
- Public Relations Campaigns
- Online Forms and Registrations
- Association Websites and Social Media
- What to Charge for Association Programs and Services
- Educational Events: Hands-On and Business
- Certification

- Membership Campaigns
- Association Communications: Print and Electronic
- Creating Association Programs: What do members want?
- Marketing your Association to Non-Members
- Building a Strong Board of Directors
- Building Strong Committees
- Budgeting and Keeping Good Financial Reports/Records
- How to Do the Form 990 Federal Return

If you are reading this and serve in a leadership role of a floral association, I would strongly encourage you to attend, you won't be sorry. The meeting is open to board members and executive staff of floral associations. To request registration materials simply call the MFA office at (517) 575-0110 or visit www.aboutnafa.org.

Getting involved and attending association functions is what it's all about. I know we are all very busy but the time you invest for personal and professional growth by participating with your industry is priceless. Make it a new goal to try and attend as many industry events as possible. I hope to see you at one soon. ✿

FTD to Buy ProFlowers

FTD has announced its intention to buy ProFlowers and several related companies for \$430 million, creating a combined company with over \$1 billion in revenue. The transaction is expected to be finalized by the end of this year.

The purchase from Liberty Interactive Corporation, Englewood, CO, includes Shari's Berries, Cherry Moon Farms and Personal Creations in addition to ProFlowers. The companies are under the umbrella of the Provide Commerce Collection, headquartered in San Diego.

ProFlowers has 10 percent of the \$4 billion e-commerce consumer floral business directed at consumers. FTD, based in Downers Grove, IL, currently has eight percent.

Under the terms of the deal, Liberty will receive \$121 million in cash and 10.2 million shares of FTD common stock, representing 35 percent of the combined company and making it FTD's largest shareholder.

FTD will add four directors chosen by Liberty to its board expanding the board from seven to eleven. Robert S. Apatoff will remain as president and CEO of FTD.

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AIFDSYMPOSIUM

2014 AIFD Symposium

MFA's Cindy Ching, AIFD, CF, was our roving reporter at the AIFD 2014 Symposium "Transition Transformation".

Her impression of the symposium: "As a member of AIFD, I feel that we belong to a family and the symposium is a family reunion. But even more than that it is a place where we re-energize, see new things, dream and find innovative ideas and designs to use in our businesses when we get home. The

symposium is also the perfect time to network and meet new people. The Great Lakes Floral Expo held in Grand Rapids, MI, March 4-6, 2015, also offers this kind of fabulous experience. If you missed the AIFD Symposium plan now to attend the GLFE, You won't be sorry you did. www.greatlakesfloralexpo.com." ✿

The following pictures are courtesy of our roving reporter and Colleen Carr, AIFD, CF, CFD.



1. Models from the main stage show went out on the streets of Chicago to show off these floral creations.



2. A dendrobium wrist corsage highlighted with a wire nest filled with rhinestone "eggs".



3. This bridal bouquet featured phalaenopsis, gloriosa lilies, green trick dianthus and bamboo circles.



4. Designer Hitomi Gillam, AIFD, CFD, shows off vase arrangements of dendrobium orchids and Midori anthurium on a structure of Oasis® flat wire.



5. Janet Justus, Deborah De La Flor, AIFD, CFD, PFCI, and Colleen Carr, AIFD,CF, CFD, take a break during the symposium.

AIFD Honors Bob Friese

Bob Friese, AIFD, CFD, was honored with the AIFD Award of Distinguished Service to the Floral Industry at the organization's 2014 National Symposium "Transition Transformation" held in Chicago.

Friese was recognized for his tireless and continued support of AIFD as a



leader, mentor, supporter, volunteer and friend. Inducted into AIFD in 1983, he has been a main stage presenter at the symposium, sharing his knowledge and artistry. He also has helped allied and trade associations in Illinois, Michigan, Indiana and Midwest Wisconsin.

The annual "Nature's Creative Edge" has been held at his home in Fruitport, Michigan, for many years. He hosts this event and houses a number of designers, along with volunteers. Thousands of locals visit this public awareness/fundraiser every year and thousands of dollars have been raised and shared with AIFD National as well as the AIFD North Central Chapter.

He has been honored by the North Central Chapter with their Hall of Fame award.

Alice Waterous, AIFD, CF, CFD, PFCI, with award winner Bob Friese, AIFD, CFD.

AIFDSYMPOSIUM

MFA, and WUMFA Congratulate Members on AIFD, CFD Designations

At the 2014 American Institute of Floral Designers symposium, held in Chicago, Michigan Floral Association member Douglas Bates, CF, CFD; Wisconsin & Upper Michigan Florists' Association member Toni Marie Piccolo, CFD, and Arthur Williams, CF, CFD, member of the Floral Association of the Rockies, passed the Professional Floral Design Evaluation and were invited to become AIFD in 2015. Four other Certified Florist (CF) members earned their Certified Floral Designer (CFD) certificates.

AIFD 2015 Designates

Michigan:

Douglas Bates, CF, CFD
Designs by Vogt's
Sturgis, MI

Wisconsin:

Toni Marie Piccolo, CFD
Gia Bella Flowers & Gifts, LLC
Burlington, WI

Colorado:

Arthur Williams, CF, CFD
Babylon Floral Design Inc.
Denver, CO

2014 Certified Floral Designers

Michigan:

Diane C. Hoskins, CF, CFD
Coldwater, MI

Indiana:

Rebecca S. Geary, CF, CFD
LaOtto, IN

Missouri:

Garrett Fairbanks, CF, CFD
St. Louis, MO

Ohio:

Jennifer Cummins Linehan, CF, CFD
Beautiful Blooms by Jen
Sylvania, OH



6



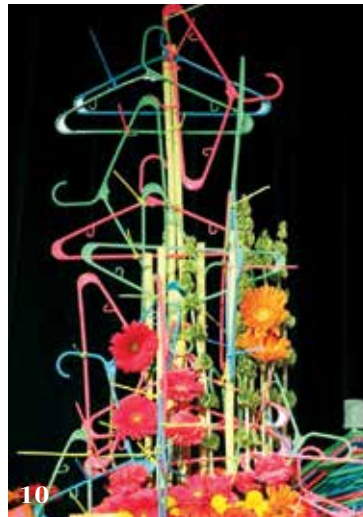
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6. John Hosek, AIFD, CF, CFD, PFCI, escorts a model down the runway at the Fitz design show.

7. Floating flowers: This wall piece includes large rose petal balls, yellow and red gloriosa lilies, garden roses, orchids, mini callas and carnations suspended on wires.

8. A stunning white design composed of eremurus, phalaenopsis, and carnations.

9. Green button pompons, hypericum berries, protea and dracaena greens are set on a Fitz base and decorated with gems in this colorful boutonniere.

10. An unusual design of hangers, gerberas, bells of Ireland and yellow button pompons.

11. Posing for the camera are Helen Miller, AIFD, CF, CFD; Derek Woodruff, AIFD, CF, CFD, PFCI; Jackie Burrell, AIFD, CF, CFD, and Doug Bates, CF, CFD.

12. Raffia was the star in Belgian designer Baudouin Roelants presentation.

AIFDSYMPOSIUM

The Language of Flowers

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

What would ever possess a person to go through a daunting process that is sometimes painful, often stressful and lasts the gestational period of an elephant, culminating in a highly anticipated albeit brief 45 minute delivery?

In the spring of 2011, I had the opportunity to read an advance copy of a new novel: *The Language of Flowers* by Vanessa Diffenbaugh. Basically, the story is one of a young girl, raised in the foster system, who finds inspiration, meaning and purpose through the language of flowers.

Having been raised in foster homes, I found myself drawn to the main character, and was equally fascinated by the Victorian language of flowers. That spark of inspiration led to a two year journey which culminated in Chicago, on the national stage at the 2014 National Symposium of the American Institute of Floral Designers, *Transition Transformation*.

I had always said that if I were to attempt a national symposium program it would have to be one that had deep personal meaning, interesting floral art pieces, and told a great story. The book was the catalyst that led to the first incarnations of a program for that stage.

In its simplest form, *The Language of Flowers* was a means of communicating an unspoken thought, a secret emotion, or a hidden sentiment. The language of flowers is a classic art form. Using other classic art forms of music, painting and dance, I chose to write a program that explored the story of every floral artist, as told through the language of flowers.

Epochs in the Life of a Creative

It is important to remember that it is not the flowers themselves that have meaning, but we who assign meaning to the flowers. Most flowers have multiple meanings, assigned, or occasionally miscommunicated over time. For the purposes of my program, I focused on the most commonly occurring meaning or, quite simply, the meaning I preferred. I chose five specific flowers to tell the story. As floral artists, we all find ourselves in various states, epochs if you will, during the course of our careers. Each chosen bloom or leaf expressed a period of time, a feeling, or sentiment in the life of a creative.

Rose – Passion

While the rose traditionally represents love, the meaning of a rose can fluctuate from disdain to indifference to rapture depending on its color. This segment explored the passion of the creative, beginning with the fascination we feel as we discover design and the art of floral. Red roses embody that passion. Orange roses speak of the fascination of discovery and the desire to create, while hot pink exudes an appreciation for the art form. A rose in full bloom signifies beauty. All aspects of a passionate period in the life of an artist.

The program began as my niece, Kaley Montel, performed a lyrical ballet in front of a closed curtain. As the curtain opened, artist Maggie McCollum quickly painted a beautiful red rose while another friend and Grammy Award winning opera singer, Jessica Rivera, sang *Les Roses d'Ispahan* by Faure. A virtual three-ring sensory circus of art in all its forms.



The floral centerpiece of the segment was composed of three flat panels of swirling roses and paintings that embodied that passion. The center panels spun to reveal a multicolored fantasy rose in shades of red, orange, purple, and hot pink which represented all the emotions reflected in a single bloom.

Cornflower

The cornflower means single blessedness, or hope in solitude. As artists, alone time or periods of reflection and solitude can be refreshing. Through introspection, we gain perspective. We can focus clearly. The designs for this segment represented times of reflection. Times of reflection can produce joy.

The segment opened with another live painting composed to the opera song *Fleurs*, by Poulenc. The designs included a gazing ball, reflecting pond, fountain, and a floral and metal sculpture. The floral sculpture was inspired by a 1917 Harriett Frishmuth sculpture entitled "Joy of the Waters". A bronze statue of a nude leaping water nymph, the piece has always been one of my favorites. The emotion expressed in the sculpture is one of pure joy.

Ivy

The most daunting epoch in the life of any creative is that period where we find ourselves devoid of creativity. Lacking in passion and feeling not refreshed but rather alone. It is during those times, we rely on the community around us for support. For strength. For that synergistic creative surge that only comes through com-



munity. As we partner together to learn, and grow, and create, we discover that together the whole is greater than the sum of its parts. And we grow through that friendship.

Ivy represents friendship, dependence, fidelity, I have found one true heart. The segment opened with a frame of vine and willow, with only hints of ivy. As Jessica sang *Ephie* (which means 'ivy' in German) by Strauss, several of my floral friends transformed the frame into a beautiful canopy, or secret garden that represented the shelter and home we find in community.

Water lily

The water lily means rebirth, eloquence, beauty and purity, and trust in God.

Through passion, and reflection and the friendship found in community, we have the chance to reinvent ourselves. Creatives do not remain static or stagnant. We are fluid. We reinvent ourselves. As Maggie painted a pristine white water lily, pianist Mark Carver played a song composed by my son, Sean Burke.

A wire and flower butterfly represented the transformative process of rebirth. Flat cane was reinvented, twisted, braided and formed into a striking wreath. The final piece of the segment was a flat cane pod. Hints of color could barely be seen through the twists and tangles of the flat cane. The pod then transformed as the petals of a water lily opened to reveal a brightly colored center of gorgeous blooms. A rebirth.



Gladiola

The gladiola means strength of character. All artists find themselves in one creative phase or another, or balancing on the edge of several epochs at once. Whether we are passionate, reflective, desolate, growing in community, or in the middle of a beautiful transformation, there is a strength of character that comes from the journey. All creatives, whether painters or dancers, singers,



or floral artists cannot help but be transformed along the way.

The program finale was the most personal portion of the presentation. My father and grandfather hybridized gladiolus. My earliest childhood memories revolve around flowers. I recall playing in the garden with my father, carrying the gladiolus he grew, and remembering that he taught me to appreciate all growing things.

The final curtain opened to reveal a large picture frame, composed entirely of gladiola florets, graduating in shades of vibrant color. The frame surrounded a black background where Maggie drew a contour line drawing of a single gladiola stem.

A hedge of neatly trimmed stalks with a single gladiola bloom stood underneath the frame – a memory of a trip to Michigan when I had the pleasure to visit a few glad farms. Bob Mayer was a fantastic guide as he took me on a tour of Great Lakes Glads. Bob showed me everything from grading, sorting and storing, to beautiful fields of uncut glads left to bloom out in a sea of color.

On my way back into town, I passed Fred Nagel's gladiolus farm, where they produce glad bulbs rather than cut flowers. For glad bulbs, the fields are not allowed to bloom, but rather shaved off to allow all the strength to go into the bulb. As I looked out over the trimmed field, I noticed one solitary glad that dared to bloom. Even though it had been sheared, cut off just as it was set to flower, it had the tenacity to bloom anyway. A metaphor for our lives as floral artists. Despite adversity, we bloom anyway.



The program ended when Maggie and I pulled off the black paper where she had drawn the single gladiola to reveal a full color mural depicting all the flowers in the program in a gorgeous and inviting landscape. The program was everything I had hoped for. A challenge. A process. A time of growth and digging deep. A time to join with other artists to explore the life of the creative.

I closed the program with the following thought:

We are artists.

We are passion.

We are reflection.

We are friendship and community.

We are reinvention and rebirth.

And we possess a strength of character like no other.

We are floral artists.

And we speak in the Language of Flowers. ❀

SPRINGHOLIDAYS

Spring Holiday Floral Planning in Supermarkets and Flower Shops

BY PATTY MALLOY, AIFD, CFD



Planning ahead for the spring holidays is always a challenge no matter what kind of floral business you are in.

Having worked in traditional retail flower shops and more recently in the supermarket floral business for over 25 years, I can offer a number of contrasts and some similarities to holiday planning for this busy season.

A few ways these businesses are similar relate to planning, ordering, and designing. As an example for planning and ordering purposes, it's a good idea to keep records for every holiday, making note of which items and products sold well and which did not.

My vendors usually show up with a recap of the flowers that were ordered the prior year which helps tremendously along with my own sales recap. The very best way that I have found to plan for the holidays is to take notes right after each holiday and even determine right away what orders to place for the following year. This makes ordering so much easier when those spring holidays do creep up! This is something I would like to think is very similar for most floral businesses if they are organized enough to take notes.....but that doesn't always happen.

Sometimes the spring holidays are so close together there's barely time to take a breath in between Easter, Administrative Professionals Day, Proms, and Mother's Day....as was the case this past spring. Thank goodness for vendor recaps!

Planning for holidays needs to happen early in the year when there's time to put some ideas in place for what types of floral arrangements to make, what gift items to purchase, and what kinds of displays will need to be set up in the store. I have found that if I put a list of projects on paper, a concrete plan of what needs to be accomplished is more likely to be implemented.

As far as the design aspect of pre-planning, along with what items are needed for in-house designing, wire service designs are a huge factor in what kinds of flowers will need to be ordered ahead of time. If your shop has a wire service it's important to take a look at the major types of flowers and colors being used in each holiday design so you can have those particular flowers readily available along with the specific types



of containers that are being featured with the arrangements. Most of these ordering guidelines hold true for all types of floral businesses.

When examining ways that supermarket floral businesses differ from retail flower shops, it is mainly in how cut flowers are sold. The traditional florist generally carries a variety of single flowers to sell individually. The supermarket florist carries a wide range of pre-bundled cut flower bouquets geared to the consumer who wants a mix of flowers that can just be dropped in a vase.



SPRINGHOLIDAYS

This presents different pre-booking challenges for the supermarket floral manager. There is a wide range of bouquet prices, mixes of flowers, and color combinations to choose for each holiday season. Of course, traditional color combinations seem to be most popular, but trying something new and different is a good option. Currently assortments of very bright hot colors of "stem dyed" flowers are very popular.... sell what your consumer craves! Last year dyed and glittered crazy daisies were most popular through all the spring holidays and into the summer months.

Supermarket floral businesses differ from retail flower shops mainly in how cut flowers are sold. The traditional florist generally carries a variety of single flowers to sell individually. The supermarket florist carries a wide range of pre-bundled cut flower bouquets geared to the consumer who wants a mix of flowers that can just be dropped in a vase.

Another way the supermarket florist differs is in the need to negotiate for extra space during the holidays for the influx of additional plants, especially for Easter and Mother's Day. Most supermarket floral departments need to expand and find additional places to merchandise plants during these busier spring holidays. This usually means having a good rapport throughout the store with other department managers who would be willing to relinquish some of their space for a week or so to accommodate additional floral products brought in during the holiday rush.

This can sometimes be very challenging especially when floor space is at a premium for other departments wanting to sell extra seasonal products. One example is the bakery needing an extra table to sell bunny cakes and hot cross

buns for Easter when the floral department needs all the space they can get for Easter lilies. This demands a good working relationship between departments for cross merchandising seasonal products together.

Display spaces also are defined differently in a supermarket. The retail flower shop most likely will have a display

window to decorate with the change of the seasons along with a variety of vignettes to display floral gift items and permanent botanical designs throughout the shop. The supermarket floral department most often has very limited space to decorate for the holidays.

So the way the supermarket florist often promotes the holidays is with a variety of



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SPRINGHOLIDAYS



holiday balloons floating above plants and flowers which draws attention, adds movement, and brings a splash of color to the floral area. Many supermarket florists concentrate mostly on selling just plants and cut flower bouquets depending on the size of the store and the space allocated for the floral department.

The company I work for has a chain of 13 stores in the northwestern Wisconsin area. These stores offer floral products to customers on a self-service, limited service,

or full service basis depending on the location and size of the store. So space is always a challenge during the holidays.

My full service floral department in Eau Claire happens to be big enough for a permanent porch display, which I consider my "window display", to draw the customers to my area. The display has to catch people's attention quickly especially when customers are cruising through the store in a rush to get everything on their grocery list. Having fun, colorful, appealing

displays like those pictured will draw customers in to look around and hopefully make a purchase.

During the spring holidays many arrangements are made for walk in sales, but the wire service orders tend to bring an influx of additional special custom design orders. So to help with design efforts and to reduce some of the labor constraints, ready made arrangements are pre-ordered from our local wholesalers. Many local wholesalers have very nice arrangements for the supermarket floral cooler. Many of the traditional bread and butter type of designs are still popular with customers in this area, so these ready made arrangements fill a need, leaving more time for designers to work on the special custom orders, wire orders and contemporary designs.

Spring holidays are challenging no matter what type of floral business you are in. The key for any type of business is to have specific strategic goals in mind and then develop and write down plans and concrete objectives to make the season successful for each holiday. ✿

Patty Malloy, AIFD, CFD, is the floral manager/buyer at the Eau Claire Birch Street Store and floral category manager for the Gordy's County Market 13 store chain in Western Wisconsin. She is a WUMEA board member director and president elect.



2015 Great Lakes Floral Expo

SAVE THE DATE: Weekend of March 6-8, 2015

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Making Mother's Day Memories

BY LIBBIE DEERING, CF, VOGT'S FLOWERS, GRAND BLANC, MI
2014 MFA ACADEMY WINNER

Another year, another Mother's Day, another vase that will sit in the cupboard until Mom decides to take it to Goodwill, or better yet drop it off for recycling at the local flower shop? Not with the "Bloom" vases!

These cute, little collections are too loveable to hide away for a rainy day. Each grouping of bud vases holds an ample amount of water that is perfect for bright happy flowers like yellow ranunculus, feverfew and some magical thistle. After clustering the feverfew and the thistle for impact, group the ranunculus and insert them in the vases. Lily grass is woven from one vase to the other, along with sections of sea star fern to give it a whimsical appeal.

These are great vessels for all those short, broken flowers that need a home. Make one and see how quickly they move out of your showcase. Don't be surprised if the recipient of this beautiful gift brings it back for a refill. You may have just made a customer for life, all because of a creative keep-sake that stands out from the everyday vase. Try it. ✿

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INDUSTRY INFO

Galea Elected to SAF's Retailers Council

Tim Galea from Norton's Flowers & Gifts, Ypsilanti, MI, has been elected to the Society of American Florists retailers council.

SAF members elected eight members to positions on its retailers, wholesalers and growers councils. New council members began their terms at the close of SAF's 150th Annual Convention held in August.

Others elected include:

Retailers Council: Jessica Cosentino, AAF, Cosentino's Florist, Auburn, NY, and Kristen Gainan-Graves, Gainan's Floral & Greenhouses, Billings, MT.

Wholesalers Council: Nick Fronduto, Jacobson Floral Supply, Inc., Boston, MA; Dave Legge, DWF Wholesale Florists, Denver, CO, and Ken Wilkins, Delaware Valley Floral Group, Sewell, NJ.

Growers Council: Patrick Busch, Len Busch Roses, Plymouth, MN; and Ray Greenstreet, Greenstreet Growers, Tracys Landing, MD.



Tim Farrell Installed as New AIFD President

Tim Farrell, AIFD, CFD, AAF, PFCI, Farrell's Florist, Drexel Hill, PA, was installed as president of the American Institute of Floral Designers during the organization's 2014 National Symposium. Over 850 attended the meeting held in Chicago.

Serving as president-elect is Joyce Mason-Monheim, AIFD, CFD, PFCI, of Designer Destination in Tucson, AZ while Anthony Vigliotta, AIFD, CFD, Anthos Design in Los Angeles, was elected vice president. Kim Oldis, AIFD, CFD, Details.... it's all about the flowers in La Conner, WA, will serve as AIFD's secretary and Tom Simmons, AIFD, CFD, Three Bunch Palms Productions in Palm Springs, CA, will continue as treasurer.

Marie Ackerman, AAF, AIFD, CFD, PFCI, of the Teleflora Education Center in Oklahoma City, is the 2015 symposium coordinator for "Journey" taking place June 30-July 4 in Denver assisted by Vonda LaFever, AIFD, CFD, PFCI, of Niceville, FL. the symposium program coordinator.

Seven Inducted into AAF

The Society of American Florists has inducted seven industry members into the American Academy of Floriculture (AAF).

AAF members have committed their time and energy to both the floral industry and their local communities. Members are vetted for volunteering and leadership service to the industry and their communities, and each application must be submitted with several letters of recommendation from local community professionals and peers in the industry.

The Inductees for 2014 are:

- Rochette "Rochie" Webb Allen, AAF, Rochette's Florist, Farmville, VA.
- Dana Cook, AAF, Julia's Florist, Wilmington, NC.
- Christie Ann Cothrun, AAF, AzME, of the Arizona State Florists Association, Phoenix, AZ.
- Josh Glass, AAF, Peoples Flower Shops, Albuquerque, NM.
- Joyce Mason-Monheim, AAF, AIFD, CFD, PFCI, AzME, Designer Destination, Tucson, AZ.
- Carlos Manuel Uribe, AAF, Flores El Capiro S.A., Medellin, Colombia.
- Eileen Looby Weber, AAF, Lake Forest Flowers & Greenhouses, Lake Forest, IL.



Four Join PFCI

The Professional Floral Communicators International inducted four new members at the SAF convention in Florida. They are:

- Sharon Sabin Ivey, AIFD, PFCI, GME, South East Floral Design Center, Bishop, GA.
- Derrick P. Myers, CPA, CFP, PFCI, Crockett, Myers & Assoc., Inc., Glen Burnie, MD.
- Gary Tharnish, PFCI, Burton & Tyrrell's Flowers, Inc., Lincoln, NE.
- Derek C. Woodruff, AAF, AIFD, CFD, PFCI, AzME, Derek LLC, Traverse City, MI.

On local, regional and national stages, PFCI members present educational programs to floral professionals on topics ranging from design and care and handling to floral industry trends and profitability. PFCI members are vetted for presentation,

publication and leadership experience, and candidates must submit an audition DVD of a live presentation to demonstrate their communication skills.



Strategies to Win Over More Flower Buyers

The Floral Marketing Research Fund (FMRF) has highlighted additional results from the Purchasing Barriers for Non-Flower Buyers study. The findings offer insight into what discourages or encourages customers to purchase flowers.

The Study Aimed to:

- Identify the demographics of non-flower buyers.
- Examine transactional factors like purchase channel and amount spent.
- Determine why consumers choose non-floral gifts over flowers.
- Propose strategies to convert non-flower buyers to flower buyers.

"The study results revealed that an alarming eight in ten adults surveyed do not plan on buying flowers in the next year and offered suggestions on how to possibly sway them," Gabriel Becerra, FMRF committee member and president of Golden Flowers, said. "The full report contains troves of information industry members can use in attempts to boost floral sales...".

A Few Strategies:

Maintain a Strong Online Presence

Today, most adults are comfortable shopping online, making it even more crucial to display some of your most eye-catching and creative designs or products on the web. Plus, results of the study indicated that having a strong Internet presence, glowing customer reviews and great social networking skills are key to capturing the business of young adults.

Encourage In-Store Browsing

Across genders and age ranges, browsing products and arrangements in the store is what most inspires customers who are searching for gift ideas. Recommendations from others and customer reviews were also noted as especially important.

Flowers are for EVERYONE

Most survey responders did not view flowers as an appropriate gift for men. Marketing efforts to position flowers as the perfect gift for holidays like Father's Day could be helpful in curtailing this belief. The good news, however, is that flowers are considered a versatile gift that is appropriate for a variety of occasions.

To access the full report and executive summary, create a free account at www.floralmarketingresearchfund.org today. Past FMRF projects, like the Social Media Guide for Floral Retailers and Wholesalers and the Consumer Preferences Study for Flowers as Gifts are also available for free online.

American Floral Endowment (AFE) Trustees established The Floral Marketing Research Fund (FMRF) in 2008 to fund consumer research projects for the advancement of the floriculture industry.

Fragrance Is What Consumers Want

The American Floral Endowment (AFE) and researchers from the University of Florida (UF) have presented evidence about just how enticing and alluring flower fragrance is to consumers in three consumer preference studies:

- Identifying Consumer Preferences for Essential Elements of a Flower Product, Report #453
- Consumer Analysis of Mixed Containers for Indoor Use, Report #455
- Identifying Consumer Preferences for Cut Rose Fragrances, Report #456

In report #453, researchers aim for a better understanding of what flower buyers really want – color, shape, size, fragrance, etc.– to better meet consumer demands and increase sales. The results show consumers overwhelmingly desire fragrance.

The researchers examined two study groups: (1) a group of 295 subjects of mixed genders and four ethnicities, most age 40 or older and (2) a UF undergraduate introduction to plants class with 336 students, the majority of whom were white females age 18–24.

Both groups agreed they find fragrance of top importance when purchasing flowers. However, the first group was most specifically interested in “the subtle fragrance of a traditional rose,” while the student group preferred flowers that smell “fresh with a hint of citrus.”

Flower color was second most important to both groups, and both preferred “explosive, vibrant red petals” and showed the least interest in pastels.

Both expressed overall low interest about where they specifically purchased flowers, with the exception of the student group who gave a high ranking to flowers “picked fresh from a local garden.”

To read the reports go to www.endowment.org.

ACA Seasonal Relief Legislation Introduced

Bipartisan legislation to simplify compliance with the Affordable Care Act (ACA) for seasonal employers has been introduced in the House of Representatives after lobbying by the Society of American Florists (SAF) and coalition partners.

Under current law, different definitions of seasonal, with different lengths of service, are used to determine whether a business is large or small under the ACA. The result has been confusing and often incorrect compliance information that puts seasonal employers at risk for potential tax liabilities.

“The “Simplifying Technical Aspects Regarding Seasonality (STARS) Act of 2014” would define “seasonal employee” as a worker who is employed on a seasonal basis for six months or less during a calendar year, consistent with Department of Treasury regulations.

The STARS Act would also simplify the methods for seasonal employers to determine business size and ultimately whether the business and seasonal employees are subject to the ACA employer mandate or not.

For more information, contact SAF's Corey Connors at 703-858-5230 or cconnors@safnow.org.

SAF Convention Report

McCall Wins Sylvia Cup, Derek Woodruff is Second

Jacob McCall, AAF, AIFD, FSMD, from the Elite Flower in Miami, Florida, is the winner of the Society of American Florists' Sylvia Cup competition held at the 2014 convention last month.

In addition to the silver trophy, he received \$3,000, recognition at the awards banquet, and complimentary registration to the 2015 convention.

Michigan's Derek Woodruff, AIFD, CF, CFID, PFCI, Derek LLC, Traverse City, was the first runner-up. He received \$500, a plaque, and recognition at the awards banquet.



Derek Woodruff

Third place went to Jeanne Ha, AIFD, Park Florist, Takoma Park, MD, who was awarded \$250, a plaque, and acknowledged at the banquet.

Tagawa Inducted Into Hall of Fame

Ken Tagawa, chairman of Tagawa Inc. in Brighton, Colorado, received one of the floral industry's greatest honors when he was inducted into the Society of American Florists' Floriculture Hall of Fame.

“Ken Tagawa set the standard for ethical behavior, relationship building and business smarts,” said SAF Awards Committee member David Gaul, AAF. “Combine that with hard work, dedication and leadership by action, and you have a blueprint for success in business, community and family.”

Tommy Bright Award Winner

Joyce Mason-Monheim, AAF, AIFD, CFID, PFCI, AZMF, was honored for lifetime achievement in floral presentation as the recipient of the 2014 Tommy Bright Award.

The Tommy Bright Award is the highest honor presented by PFCI. It is named after Ethel “Tommy” Bright, whose motto “Learn More, Teach Others” reflects PFCI values as the floral industry's speakers bureau and the only network of professional floral business educators certified by SAF.

Continued on page 16

Continued from page 15

Three Century Award Recipients

The Society of American Florists celebrated the longevity of two floral industry businesses and one industry trade association with the SAF Century Award. The honor recognizes companies that have been in business for 100 years or more.

This year's honorees are: George Didden Greenhouses, Hatfield, PA, C.J. Sanderson & Son Florist, Woodbury, NJ and the Texas State Florists' Association.

Paul Ecke, Jr. Award Honoree

David Armellini, the president and CEO of Armellini Express Lines Inc., Palm City, Florida, was named the 2014 SAF Paul Ecke, Jr. Award honoree. The award represents exemplary devotion to profession, industry and community. He is a former president of the Wholesale Florist & Florist Supplier Association, as well as a former member of the SAF Government Relations Committee and the Produce Marketing Association's Floral Data Standard Committee. He currently sits on the board of the Florida Trucking Association.

SAF Gold Medal Award

David Clark, Ph.D., a professor in the University of Florida's Department of Environmental Horticulture, is the 2014 recipient of the Society of American Florists' Gold Medal Award. The award honors the originator or introducer of a widely distributed plant or flower that has become established as an outstanding product of significant horticultural and commercial value. Clark's groundbreaking research improved the quality, color and variety of coleus.

Alex Laurie Award

A top teacher, researcher and sought-after mentor within the classroom and floral industry is the 2014 recipient of the Alex Laurie Award. The honor was presented to John Dole, Ph.D., head of the Department of Horticultural Science at North Carolina State University.

Established in 1948, the award is named for the The Ohio State University professor Alex Laurie. Over the course of his 60-year career, Laurie laid the groundwork for research that revolutionized the floriculture industry and left a lineage of students, teachers and researchers continuing to provide the information necessary to ensure the industry's future.



Industry Mourns Tom Butler

BY BARBARA GILBERT, EDITOR

Tom Butler, AAF, PFCI, one of the floral industry's giants, has died after a long battle with cancer. Born in Detroit, Michigan, he graduated from Sacred Heart Seminary and was originally planning to become a priest.

On a personal note, I was very privileged to know him almost from the beginning of my career in the floral industry.

No one was more willing to give you a helping hand than Tom. He readily dispensed his vast knowledge of the industry in a friendly and charming way. Sharing a love of baseball, he a Tigers fan, and I a Cubs fan, we bonded almost from the beginning.

Along with many others, I always felt very comfortable asking him for help on a project, letting him direct me to the right sources.

He traveled from one end of the country to the other, and was a fixture at local events, awards ceremonies, and open houses. Florists from California to New York benefited from his knowledge and experience.

His career in the industry began at FTD. While he was working there, he met his wife, Jo, who passed away some years ago. Several years later he met and married Becky Stark.

After FTD he went to work for Syndicate Sales in Kokomo, IN. He then became



Becky and Tom Butler with daughter Amy, son-in-law Lyol, and grandchildren McKenna and Cole.

president and CEO of American Floral Services for 15 years before it merged with Teleflora. At his death he served as Teleflora's Chairman of the Board.

A statement issued by Teleflora, read in part: "For many who knew Tom, he was considered to be the 'Chief Champion of Florists' – always there when they needed him, always understanding their issues and concerns, and always representing their cause. With nearly 50 years' experience in the floral business, the last 30 with Teleflora, Tom was always the preeminent industry authority and visionary.

"Our deepest and heartfelt sympathies go out to Tom's family and friends. Tom's presence in the floral industry will be felt for generations to come, and we salute the dedication and innovation he embraced during his many years of service."

During his career he received many awards including the Michigan Floral Association Award of Industry Service, the Arkansas State Florists Distinguished Service Award, the Florida State Florists Hall of Fame Award, and SAF's Paul Ecke, Jr. Award. He was the first person inducted into the Michigan Floral Foundation Hall of Fame in 2009. He was a strong supporter of the Foundation and its number one donor.



Aside from baseball, Tom's favorite thing was a hot dog from American Coney Island in Detroit. Here, he accepts a surprise gift at his Michigan Floral Foundation Hall of Fame induction.

INMEMORIAM

Commenting on their relationship, Rod Crittenden, MFA Executive Vice President, said "Tom Butler was a genuine individual who I was honored to call a friend and mentor. I will forever miss his advice and guidance. His infectious smile and relentless positive attitude were just a couple of traits I really admired about Tom and I try to implement them in my daily life. He also had an incredible memory and was able to recall someone's name and face at a moment's notice. Tom truly believed in the power of education and was a strong supporter at all levels; local, state, regional, national and global:

"The evening Tom passed I had the good fortune of being surrounded by his friends and fellow industry members at the American Floral Endowment's annual dinner held at the SAF convention. Tom wanted to attend the event in person to present a check establishing the Tom Butler Family Fund.

"A week earlier I found out Tom would not be attending the dinner; he wasn't feel-



The always smiling Mr. Butler.

ing well enough to make the across country trip. Tom asked some of his closest friends to present the check on his behalf. Charles Kremp was at the podium speaking about Tom and his love for the floral industry. He asked anyone in the room who was a friend of Tom or had been touched by Tom in some way to please stand.

"It was a very moving moment as I stood and looked around the room to see almost everyone standing. It was an hour or so later that I was notified Tom had just passed. We are all better off today and will be better off tomorrow because of Mr. Tom Butler."

Mr. Butler is survived by his wife Becky, daughter Amy and son-in-law Lyol Brumby, two grandchildren, Cole and McKenna, and Becky's children, Cameron Stark and Dustin Stark, and Dustin's wife, Evin.

He was a true ambassador to florists across the country and will definitely be missed.

A memorial service celebrating his life was held in September in Oklahoma City, where he had lived for many years. ✿



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CFREPORT



Certified Florist Report Design Style – Binding Technique

This design utilizes the technique of binding. While the gold wire that ties the gladiolus together is decorative, it also serves the purpose of binding the individual stems into one unit so that they stay together in a tight vertical line. Grouping is effectively utilized and allows the viewer to more fully appreciate each type of material by emphasizing its shape, color, and texture. The placement of like materials together within the design gives each type of material more impact than when “polka-dotted” throughout a design. Notice how the grouping of pincushion protea at the focal area is so much more impactful than a single protea would be. Your CF Manual covers this and many more design techniques that will expand the repertoire of your shop and add to your bottom line.

CF News

We would like to congratulate Libbie Deering, CF, on passing the test and becoming a Certified Florist.

- The next CF test date is October 12 at Michigan State University.
- The next CF steps class is October 1 at the MFA office in Haslett. ✿

CF Flower of the Month –

GLADIOLUS (*Gladiolus hybrids*)

Available year round in a wide variety of colors. Gladiolus last 7 – 14 days and are sold in bunches of 10 stems. Store upright to prevent the tips from curving. Gladiolus take up large quantities of water so replenish the solution daily. To force bud opening use warm (100 to 110 degree) preservative solution and cover with a clear plastic bag. Keep in a warm (70 – 80 degree) location while forcing. Gladiolus are frequently used in sympathy work but don't limit them to that. They can make a strong contemporary statement in everyday design work.



Design by Shay Sherwood
Crystal Springs Florist
Benton Harbor, MI
2014 GLFE design contest

Plan Now to Honor
Kathy Petz, AAF, CF, PFCI

Thursday, October 23, 2014

*At the Michigan Floral Foundation Hall of Fame Awards Dinner
University Club, Michigan State University*



As a co-op student in 1958, Kathleen Petz began sweeping floors in a flower shop. Many years, and lots of training later, she was a designer at several Michigan floral shops including Maple Lane and Jacobsen's Flowers. During this time, she received an Associate's degree in business from Oakland Community College. In 1983, after three years in sales, she experienced two life changing events...her marriage to Stephen Petz, and the beginning of her 30 year career as a wire service representative. While she has won contests and received awards, when you ask Kathy what makes her most proud, it is her three children, Kevin, Kelly and Craig. Along with her grandchildren Shannon and Sawyer, they are the light of her life. Also important has been the opportunity to create educational opportunities for the florists who mean so much to her! Her "Secret Shopper Program" has been lauded by florists for more than 20 years. She has presented sales and customer service programs for hundreds of florists across the United States and Canada. She was a member of the Michigan Floral Association Board of Directors for 13 years. On the MFA education committee, she eventually became chairperson, working with the committee to create a CF (Certified Florist) Manual which has become a national standard. The manual has been adopted by seven states; 234 florists have been certified. In 2012, Kathy retired from Teleflora. Today she is proud to be a member of the Teleflora Emeritus Team led by her mentor, Tom Butler, AAF, PFCI.

**Tickets for this event are available by calling the Michigan Floral Association at (517) 575-0110.
Don't miss this exciting evening of fun and fellowship.**

The Michigan Floral Foundation supports the industry through various educational opportunities and community enrichment activities. It provides financial aid to those seeking to become a Certified Florist. Contributions are tax deductible. Donations can be made in honor of a birthday or anniversary or in memory of a loved one. To donate contact the MFA office (517) 575-0110 or visit www.michiganfloral.org and click on the MFF in the menu bar.



MichiganFloral
FOUNDATION

Corporate Sponsorship Opportunities are also available. Please call Rod Crittenden (517) 575-0110 or email rod@michiganfloral.org for more information.

DESIGN TIP: Creative Coils as Wristlets

BY DEREK WOODRUFF, AIFD, CF, CFD, PFCI



Creative Coils are a design accessory from Syndicate Sales. Basically, they are a decorative mesh tubing that is flexible and reflective, and they work amazingly well as a corsage wristlet.

To start, you create a corsage-sized bow with one to three extra large sized loops to be used as the wristlet. Since the material is flexible, it expands enough to fit it over your hand, and contracts to fit nicely on the wrist (unlike ribbon alone). Creative Coils also make an attractive bow! Because the material is a mesh, it holds glued flowers nicely.



So once you create your wristlet/bow, you are ready to go! Glue your flowers, greenery and other decorative materials right into the mesh. Let it dry completely before coating it with Aquafinish and then store in your cooler until pick-up.

You can't go wrong with this inexpensive, decorative mechanic for prom season. They also come in a variety of colors so that you can complement any prom dress or color scheme. You can design wristlets as simply or as elaborately as you like and they also can make an excellent decorative finish to a boutonniere. ✿

MFA Members Tee Up at Annual Golf Outing

The Michigan Floral Association's golf outing, a day of golf and networking, was held last month at the Emerald Golf Course in St. Johns, Michigan.

First place winner was Country Lane Flowers. Sheila Tansey, Hyacinth House, won the Women's Longest Drive and Closest to the Pin contest. Dave Warner, ArtCraft Display, won the Men's Closest to the Pin and Jason Mains, Mains Imports, beat the rest of the field in the Men's Longest Drive contest.

Sponsors for the 2014 event were Hyacinth House Greenery (Eagle Sponsor), MHI Fund (Birdie Sponsor), BloomNet and CMI -York (Par Sponsors). Tee Sponsors included Country Lane Flowers, David Chapman Agency, DWF-Flint, FloristWare, Saginaw Valley Flower Exchange, Teleflora and Veracity Payment Solutions.

MFA would like to thank the sponsors and golfers who helped make the day great!

Michigan Teleflorists Make Someone Smile

BY LIBBIE DEERING, CF, VOGT'S FLOWERS, GRAND BLANC, MI



Waneita Bovan, CF, MFM, MG, unit president, greening the containers.

How do you spend a sunny summer Sunday? Creating bright, cheery arrangements is how Teleflora Michigan Unit board members did it. They were busy making over 1,100 Be Happy Bouquets for the Make Someone Smile Week. The project, hosted by Teleflora, involves the donation of time and talent by many florists and the contribution of flowers and hardgoods by local wholesalers.



Volunteer Dave Pinchcock, CF, loads the van.

This year marks the fourteenth anniversary of the Make Someone Smile Week, which was held across the nation. The goal is to spread a smile to

those in need with a fun, yellow smiley face mug full of flowers. Each member of the unit is responsible for designing and delivering the arrangements to various locations of their choice. The board members work on them together and enjoy a day of fun, food and teamwork.

Some of the locations that received flowers this year included various nursing homes in the greater Flint area and as far as the Canton and Greenville areas. Hurley Medical Center, The YWCA of Flint, The Genesys Hurley Cancer Institute and The Summit—Meals on Wheels program in Canton, were also recipients of the mission.

"I'm grateful that Teleflora supports this project because it allows florists to recognize members of our community with a smile. We have brought civic organizations, churches, youth clubs and even customers together in past years for designing," said Waneita Bovan, CF, MFM, MG, unit president. She adds, "It also creates a teamwork atmosphere and shows the public how much florists love giving to others. This is my fifth year and I have made it the biggest benevolent project we do." 🌸



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WUMFA LEADERSHIP REPORT

Education Tops WUMFA Agenda

BY DIANE SCHULTE, CF, WMFM, WUMFA PRESIDENT



Perhaps you've been thinking about getting back into the full swing of things now that summer has ended and fall is here. Our everyday business

is sure to pick up again as school starts and we deal with the last push of fall weddings. I've seen some awesome posts on Facebook this summer from member shops. Great job!

WUMFA has upcoming education events you'll want to add to your list of things to do. Classes are scheduled in Eau Claire, Green Bay and Milwaukee. For those of you working toward certification, there will be a Certified Florist weekend event at Karthaus and Sons in Germantown. Take a look at the WUMFA.org website to see times and the great class offerings.

Your board of directors held a meeting in July with Executive Vice President Rod Crittenden to recap the spring convention, welcome new board members, discuss upcoming events and make plans for 2015. The convention and education committees met early in August to dig into plans for 2015 events.

Post the dates for the spring convention on your calendar now to reserve this time for your education rejuvenation next spring. March 20-22 are the dates and the meeting again will be held at the Green Bay Radisson Hotel and Casino. More information will be available soon so watch your email, Facebook, and the website.

We are always ready to hear your ideas on what we should offer for education, suggestions for events or how to improve the organization. Feel free to email or

contact the main office with your thoughts. It's because of you that we work to make this a more exciting and all inclusive organization to benefit the floral industry of Wisconsin. Hope to see you many of you at the fall classes!

Also, I recently attended the Wisconsin State Fair as a judge for the "Grand Champion Floral Challenge" in the Horticultural Building. The room was filled with fairgoers interested in seeing professional florists doing what they do best...designing. Marty Loppnow from Waukesha Floral and Greenhouses and Susan Wilke, AAF, PFCL, from Karthaus and Sons created an exciting scene as they commented on the designers, their skills, the florist industry and tips that everyone could use at home. It was a full house! Susan also coordinated a celebrity competition which included two local TV weather anchors and the "Fairest of the Fair" representative. Lots of fun in this segment as well as funny moments by the weather anchors as they tried to create a centerpiece arrangement. I'd like to give a huge thank you to Susan for organizing the event! Well done. ✿



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WUMFA Staff

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

WUMFA Board of Directors 2014

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Metcalfe's Floral Studio, Madison, WI

President Elect: Patty Malloy
Gordy's County Market-Floral, Eau Claire, WI

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Director-At-Large: Melissa Maas
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Fox Brothers Floral, Hartland, WI

Region 2 (414)
Doug Jaeger
Everlasting Flowers & Gifts, Wauwatosa, WI

Region 3 (608)
Carol Larsen
English Garden Floral, Verona, WI

Region 4 (715/906)
Kae Nilsson
Floral Consultants, Manitowish Waters, WI

Region 5 (920)
Open

Newly Elected WUMFA Directors



Region 1 (area code 262)
Representing Region 1 is Judith Moehr. She has been in the industry for more than 20 years as a shop owner, floral manager, and freelancer. She is currently the floral manager at Fox Brothers Floral in Hartland, WI, and is active in many WUMFA events.



Region 3 (area code 608)
Carol Larsen, English Garden Floral, Verona, WI, is the new director from Region 3. She also has been treasurer for the Wisconsin Upper Michigan Teleflora unit for the last five years.



Director at Large
Melissa Maas, Bank of Memories & Flowers in Menomonee Falls, WI, will serve as Director at Large. She has been on the Teleflora board of Wisconsin and Upper Michigan Unit for the last 10 years and is currently vice president.

WUMFA Goes to the Fair

BY BARBARA GILBERT, EDITOR

Once again this year the Wisconsin Upper Michigan Floral Association took part in the Wisconsin State Fair. The event was held in West Allis, Wisconsin.

WUMFA participation included design contests, classes, and displays in the fair's Horticulture Building.

Chairman Susan Wilke, AAF, PFCI, Karthauser & Sons Inc., praised the florists who took part in the event. "I commend the retail florists that presented designs to the public. There were 16 retailers who showed their work and provided the commentary.

"The morning started off with the hand-tied class. Fairgoers made their own bouquets, and walked around all day showing off their work. Local wholesalers provided the flowers. This was done to raise flower awareness and send people to the flower building. Marty Loppnow from Waukesha Floral and I commented this session. We had a great afternoon of flowers and fun."

After this WUMFA hosted an "Iron Chef" style floral design

competition on the main stage of the Horticulture Building. The theme was "Fair Weather Forecast" and local meteorologists were invited to participate along with Kaitlyn Riley, the "Fairest of the Fair." Each "designer" was given a surprise package of flowers and an order to make an arrangement for a recent graduate in meteorology who had just gotten a prime job at a local TV station. They had 45 minutes to design their arrangement with tips from a professional floral designer.

Wilke had a surprise condition for the contestants. The weathermen had to wear umbrella hats during the challenge and the Fairest had to have an umbrella held over her head because of her tiara. As the competition went on they had to add two more floral elements of their choice to differentiate their designs.

It was also the ninetieth anniversary of the Wisconsin State Fair Cream Puff, a state fair icon! According to Co-Chairman Marty Loppnow, Waukesha Floral and Greenhouse, Waukesha, "During the show I said that in the flower shop sometimes it gets too busy to take a lunch and you have to eat at your design bench. I had

Jill Albanese, second from left, competitive exhibits coordinator for the Wisconsin State Fair, two Horticulture Building interns aka Flower Fairies, and Marty Loppnow.



WUMFA



Lori Krause, protects the tiara of Kaitlyn Riley, winner of the Celebrity Challenge.

Susan Wilke, Dawn McCarthy, Doug Jaeger, and Judith Moehr pose after the floral challenge.

Flowers By Jan created this large booth.



cream puffs delivered and they had to eat them on stage for the challenge. Needless to say whipped cream was everywhere. It was a great show that the public thoroughly enjoyed!"

Loppnow also headed up a hands on project making a jumbo sunshine out of yellow pompons, pinning them in to a template with corsage pins. He explained how the project was created. "This was a class on set work which is the paving of a Styrofoam™ form with flowers ala Rose Bowl floats. We had the audience come up and pin the pompons to the form. With the help of lots of hands it was finished in 20 minutes."

The afternoon's "Grand Champion Floral Challenge" featured three florists competing in a surprise package competition. These





WUMFA's military flower cart.

florists were invited to compete because of their wins at the WUMFA convention. They had 45 minutes to make an arrangement suitable for the grand opening of a recycling facility, using recycled containers and glass vases. Halfway through their challenge a recycling bin of used bottles and cans was dumped on the table and they were told that they had to use two items in their arrangements. This was done to a packed standing room only house.

First place went to Doug Jaeger, CF, Metro Market, Brookfield. Judith Moehr, Fox Brothers Floral, Hartland, took second place and Dawn McCarthy, Everlasting Flowers and Gifts, Wauwatosa, placed third.

Three European flower carts were created by WUMFA member florists. The cart from Monique and Phil Krainz, Rose's Flower Shop, Wauwatosa, displayed a variety of succulents while Lori Krause, Fleurs in Cedarburg, created a blue and gray theme. Susan Wilke from Karthausers did the association's cart honoring the country with a military theme.

Five large booths featured arrangements complementing hand crafted quilts.

These were done by Parkway Floral in South Milwaukee; Consider the Lilies West Bend, WI; Flowers By Jan, Milwaukee; Bank of Memories, Menomonee Falls and Snapdragon Florist, Elm Grove.

All in all it was an extremely successful flower promotion day at the fair. Dee Otto, DJ Custom, Wind Lake, summed it up. "It was a great floral day. We really promoted flowers." ✿

Next year come have fun at the fair with WUMFA. Volunteers are always welcome and needed. For information contact the WUMFA office at (517) 230-7730.

Welcome New WUMFA Members!

Lisa Gelhaar

N60W24610 Rocky Hollow Pass, Sussex, WI 53089
Piggly Wiggly Floral

Klein's Floral & Greenhouses

Sue Klein

3758 E. Washington Ave., Madison, WI 53704

www.kleinsfloral.com

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WUMFA EDUCATIONAL OPPORTUNITIES

Certified Florist Classes

Current Design Styles and Design Techniques

Sympathy Design Techniques

Wedding Design Techniques

These classes are open to students in the online certification program.

Basic core techniques covering sympathy, wedding and everyday floral work will be included. Basic design competencies and experience are required to register for classes. You can sign up for one, two or all three offerings. If not enrolled in the CF program, you will need to complete a CF education registration application.

Bring your own scissors, wire cutter, needle nose pliers, florist knife, and bunch cutter.

COST

Member \$100 per class (\$300 for all three)

Non-Member \$150 per class (\$450 for all three)

(Includes all flowers and supplies)

LOCATION

Karthausers & Sons, Inc.

W147 N11100 Fond du Lac Ave.

Germantown, WI 53022

INSTRUCTORS

Kathleen Johnson, AIFD, CFD, CF

Diane Schulte, CF, WMFM

Susan Wilke, AAF, PFCI

Saturday October 11, 2014

9:00 a.m. – 12:00 noon

Current Design Styles and Design Techniques

12:00 noon – 1:00 p.m.

Lunch on Your Own

1:00 p.m. – 5:00 p.m.

Current Design Styles and Design Techniques

5:00 p.m. – 6:00 p.m.

Dinner on Your Own

6:00 p.m. – 8:00 p.m.

Sympathy Design Techniques

Sunday October 12, 2014

8:00 a.m. – 10:30 a.m.

Sympathy Design Techniques

10:30 a.m. – 12:00 noon

Wedding Design Techniques

12:00 noon – 12:30 p.m.

Lunch on Your Own

12:30 p.m. – 3:45 p.m.

Wedding Design Techniques

3:45 p.m. – 4:00 p.m.

Clean Up/Certificates of Completion

Call (517) 253-7730 for availability.

HOLIDAYPREP

Surviving the Holidays in a Rural Community

BY BOB LARSON, AIFD, CFD, BOJO'S CREATIONS, ELLSWORTH, WI



The Holidays". Just the mention of the term can send a cold chill down your spine. We see the time and planning of our open houses, early mornings and late nights getting our stores ready for the season, and all the hustle and bustle that goes along with it.

Love 'em or hate 'em, "The Holidays" are here to stay, so let's gear up and embrace this season of giving and receiving.

In our rural area of West Central Wisconsin, it's sometimes hard to find the joy in the Christmas holiday as we face several challenges not uncommon to most rural communities across the country. We see our sales of poinsettias, centerpieces, fresh wreaths and garlands slipping into the hands and pocketbooks of big box stores. Schools, churches, scout troops, dance teams and athletic programs are buying wholesale and selling 'our' holiday items as fund raising projects for their organizations.

And don't even get me started on all of the holiday craft sales that pop up EVERYWHERE starting in early October!!! I would be remiss in my duties if I didn't mention that little thing we refer to as the struggling economy, that we so often hear about, thanks in part to the media reminding us daily that the recession really is not over yet. So, what's a florist to do...?

Here's what we did:

Know your demographic. It took me a while to admit to myself that the consumer who will spend \$19.97 on a silk Christmas wreath to hang on the door from early November until mid January, and then throw it away, is probably not going to purchase a \$199.95 high quality long lasting permanent door adornment from my store. But, they could be enticed to invest in a \$69.95 door swag or wreath that can be used over again for a couple of years or so.

I can't compete in price with the big guys, nor do I want to. But I can compete in eye appeal and quality with my store's offerings, while still being profitable. Do I offer the higher ticket items? Absolutely! But those buyers are few and far between,

and will probably special order exactly what they want.

I have learned that if I can gear my sales to the majority of buyers by staying in a lower-mid range pricing, I will see a much better turn around in product.

Trans-seasonal and seasonal is the key. The Santas, reindeer, angels, nutcrackers and elves we've seen and enjoyed for the holidays have lost their luster by New Year's Day. Agreed?

However, snowmen, pine cones, berries, snowy boughs and icy branches hold their appeal all through the winter season, not just the Christmas season. Here, we start introducing frosted cones, branches and berries into our everyday and sympathy work right after Halloween.

As Thanksgiving gets closer, we introduce the gilded leaves, faux fruits, metallics and glitters. And then it's full on winter after Thanksgiving. We actually do very little "Christmas". Our shoppers buy all of that at the dollar stores, big box stores and craft sales. We do a much better business with our trans-seasonal and seasonal items than we do with holiday items. Most of these other venues haven't caught on to that concept yet, and I'm so glad.

Offer choices. In Ellsworth, Wisconsin, we are a very traditional bunch of folks. That doesn't mean that we can't offer something original and a little cutting edge for those who may dare to venture away from the tried and true.

Poinsettias and mums in fun colors that are totally unknown to nature and in interesting containers can easily be sold before Thanksgiving. And who said those pheasant or wild turkey feathers and sequined orbs don't go together in that table centerpiece? Because we don't necessarily give and receive Christmas items alone as gifts, we group our everyday merchandise together with some holiday items to plant the seed that these items would make good Christmas gifts.

In a town of less than 3,000 people, it sometimes is difficult to buy in case lots or larger quantities needed for price breaks, when it takes so long to go through the inventory. So, I co-op with other florists in the area and split cases of wire service containers. We share information on where there might be a good sale or promotion at a wholesaler or nearby store. We call it survival while doing business in the boonies.

Would I make more money if I were in a larger city or metro area? Probably. But this is home. I love the relationships that I've built with our customers, local churches, schools and businesses. That wouldn't happen as easily in a big city. There's something to be said for the family feel of a smaller community.

I guess we'll continue to creatively make our way through the bumpy spots on the business road to success, while living and working in small town America. So on those days when it seems that most things seem to be going in the wrong direction, I'm going to remember what Dorothy said as she closed her eyes, clicked her heels together and repeated "there's no place like home." ❁





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Steps to Certification

Member \$149 • Non-Member \$199

WEDNESDAY, OCTOBER 1, 2014

Time: 10:00 a.m. – 4:30 p.m.

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

Lunch Included

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

Bring your own tools.

HANDS-ON WORKSHOP Modern Fundamentals Make Holiday Sales Ring

Member \$50 • Non-Member \$75
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This workshop is designed to get you geared up for the Thanksgiving and Christmas season.

Attendees will be making three profit-centered holiday designs sure to delight clients. Two Fall/Thanksgiving styles and one Christmas design will go home with you. Back in your shop, you can add them to your website offerings. Additionally, the instructor will demonstrate two unique

cash & carry items for your holiday shoppers. Come, bring your staff, work together, have fun, learn and network with fellow attendees.

Bring your own tools.

TUESDAY, SEPTEMBER 23, 2014

6:00 p.m. - 9:00 p.m.

Instructor: **Libbie Deering, CF**

Location: **DWF**

5100 Exchange Drive, Flint, MI

TUESDAY, SEPTEMBER 30, 2014

6:00 p.m. - 9:00 p.m.

Instructor: **Tom Figueroa, AIFD, CF, CFD**

Location: **Nordlie Inc.**

25300 Guenther Road, Warren, MI

WEDNESDAY, OCTOBER 8, 2014

6:00 p.m. - 9:00 p.m.

Instructor: **Alice Waterous, AIFD, CF, CFD, PFCI**

Location: **Nordlie Inc.**

4611 Ivanrest Avenue SW, Grandville, MI

TUESDAY, OCTOBER 14, 2014

6:00 p.m. - 9:00 p.m.

Instructor: **Jackie Burrell, AIFD, CF, CFD**

Location: **Nordlie Inc.**

1289 M-37 South, Ste #200, Traverse City, MI

TUESDAY, OCTOBER 21, 2014

6:00 p.m. - 9:00 p.m.

Instructor: **Colleen Carr, AIFD, CF, CFD**

Location: **Mayesh Wholesale Florist**

35935 Ecorse Road, Romulus, MI

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

CLASSIFIED ADS

HELP WANTED

Floral Designer Position Available

In Frankenmuth, Michigan: Frankenmuth Florist is looking for an ambitious, creative, floral designer for our unique floral shop. The position can be part time or full time. Applicant must have some design experience. Please send resume to: Frankenmuth Florist 320 S. Franklin St. Frankenmuth, MI 48734.

Designer Wanted for Ann Arbor Florist:

Requirements: One to two years of floral designing experience. Individual desiring to take up floral design as her/his professional career. Reliable, energetic, clean and organized with good sense of business etiquette. Proficiency in speaking and writing standard English. Computer proficient (Dove POS experience a plus). Loves to assist customers with sales oriented approach. Able to commit to approximately 30 hours a week, including Saturdays. Excellent shop for those trying to obtain State and AIFD certification. Please e-mail your cover letter and resume to chelseaflowersllc@gmail.com.

Store Manager and Floral Designer Openings:

Patterson's Flowers has openings for a floral designer and store manager. Come join our growing team! Email your resume to Bob Patterson at bpatterson@pattersonflowers.com.

Experienced Designer Wanted: Want to join an award winning design team? Country Lane Flower Shop, Howell MI, voted #1 Florist in Livingston County for the past 12 consecutive years is looking for a full time experienced designer to add to their team. Must

be experienced with wedding and event designs. Call Kevin Adamo at 517.546.1111 or email resume to CountryLane@aol.com.

Assistant Greenhouse Grower Needed: We are looking for an assistant greenhouse grower with minimum of 5 years experience. Must be knowledgeable in growing hanging baskets, perennials, bedding plants and seasonal plants. Must have experience in working with pesticides and fertilization. Candidates should be self-motivated and have good communication skills. Contact: Jon_Gerychs@yahoo.com.

Wholesale Job Opportunities: Nordlie, Inc., Michigan's largest wholesaler, has excellent opportunities for high energy staff in numerous capacities. Inside sales, route sales, designing, or merchandising – stop by our Warren, Flint, or Grandville stores. Full benefit program. Contact any one of our store managers: Tom Figueroa, AIFD, CF, 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 2015 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 call the MFA office at (517) 575-0110 or go to www.michiganfloral.org/mfa_scholarship.html and download

the professional florist

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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:

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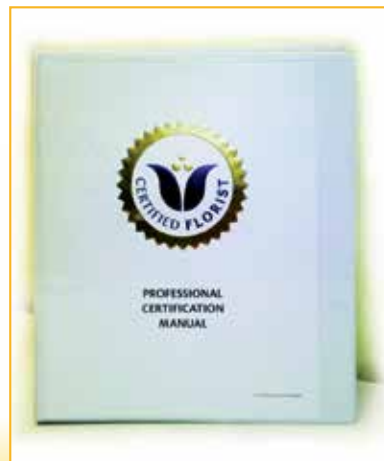
***Cost for manual only is \$399.99 (includes tax & S/H)**

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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

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