



Volume I 2013



2013

**Great Lakes
Floral Expo**

**What's New
at the MFA
for 2013?**

**MFA Awards
12 Scholarships**

**Here Comes...
The Groom**

the professional florist



MFA
Professional Partnerships
and Member Benefits
Top Ten List

DIAMOND AWARD
WINNING PUBLICATION
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Volume I 2013

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MichiganFloral
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Publisher: Rodney P. Crittenden
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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

What's New at the MFA

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



This past August leaders of your Association met in Lansing, MI.

The purpose of this strategy session was to discuss new ideas and offerings to enhance the value of your membership. At the end of the day the group agreed to work towards achieving

the following three goals, keeping in mind the ultimate goal is to always provide value and a positive experience for the membership of the organization.

The first goal is to expand upon the Association's educational offerings.

Many of the companies belonging to the MFA do so for the unparalleled educational programs and services. The Certified Florist program, Great Lakes Floral Expo, Professional Education Center classes and *The Professional Florist* magazine all provide top quality educational opportunities.

So what can we do to expand upon these to bring even more education to the membership? In the near future you

will be receiving a brief survey addressing this question. We need your feedback. Please participate in the survey when you receive it, your ideas and opinions matter. In the meantime, if you have an idea or suggestion on how we can better provide education to you and your staff, please let us know. You can call (517) 575-0110 or email rod@michiganfloral.org.

The second goal is to increase membership in the organization.

Currently we have approximately 225 retail flower shop members, 50 grower members, 25 wholesale/supplier members and 125 Certified Florist members. Every year we get new members, and every year we lose members. This happens for a variety of reasons, but overall we are fortunate to have a fairly stable membership base. With this said, we still need to increase membership. When our membership numbers grow we are able to provide more substantial membership benefits. Remember, there is strength in numbers.

Watch this year for a comprehensive membership campaign that you will be asked to be part of. It will be very important for all members to take ownership of this task as we try to grow our Association. For now please take a minute and invite a fellow industry peer to join the MFA. Invite them to come with you and be inspired at the 2013 Great Lakes Floral Expo (see pages 15-20 for more information). Invite them to participate in our money saving Workers Comp program (see page 6) for more information. Make a phone call or send an email. Just think if each of you reading this could get just one new member our roster would double. We need your help. (See list of current members at www.michiganfloral.org.)

The third goal is for the Association to increase its use of technology.

The group decided the three areas of technology that would best serve the membership are virtual meetings, a digital photo library and the creation of a MFA Pinterest page. The office and the MFA committee chairs will work towards scheduling more committee meetings in a virtual environment using conference calls, GoTo meetings and Skype. This will save members the time and expense of traveling and being away from their businesses.

The Publications Committee is going to work on developing the digital photo library. These images will be available for any MFA member to use in their marketing campaigns, both print and web. In the near future MFA will have a Pinterest page up and running. We will search Pinterest for all active MFA members and pin their photos to the MFA page. Consumers can then search the page for a special floral design. When

Welcome

New MFA Members!

ACTIVE MEMBERS

Planterra Corporation –
Carol Pliska
7315 Drake Road
West Bloomfield, MI 48322
Phone: 248-661-1515

The Peony & The Peacock –
Katherine Seeburger, CF
2769 Kimberley Road
Ann Arbor, MI 48104
Phone: 248-891-8991
Web site: www.thepeonyandthepeacock.com

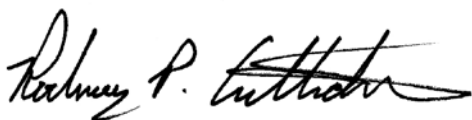
Dahlia Sage –
Donna Holloway
247 N. Main Street
Roanoke, IN 46783
Phone: 260-638-4799

for 2013?

they find a design they like they can simply click on it to be instantly linked to the MFA member's page.

If you've already renewed your MFA membership for 2013 thank you; if you haven't please send your payment as soon as possible. We look forward to helping you be the best you can be and helping you to grow your business in 2013 and for many years to come. Again, if you have any questions on current MFA member benefits or if you have ideas or suggestions on any potential benefits or services we can provide please let me know. You can reach me at (517) 575-0110 or email rod@michiganfloral.org. ✿

Happy New Year!



Midwest Florists are Mayesh Design Stars

Mayesh Wholesale Florist, Los Angeles, CA, has announced the winners of its Design Star competition. The 2013 Mayesh Design Star will be featured in 12 educational design videos.

Winner of the contest was Jodi Duncan, AIFD, from Harrisburg, IL. She receives a trip to either the Wafa World Flower Show in Ireland or the Chelsea Flower Show in London plus a page on the Mayesh website. Unlimited Containers, Inc. will provide the containers for the monthly videos.

Runner up was Michigan's Jerome Raska, AIFD, PFCI, AAF, CF, from Blumz...byJRDesigns, Detroit. He received a \$500 gift certificate from Unlimited Containers, Inc.



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MFABENEFITS

MFA Professional Partnerships and Member Benefits **Top Ten List**

The Michigan Floral Association offers a wide range of Professional Partnerships and Business Services. In addition there are added member benefits in the fields of education and marketing.

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

The Michigan Horticulture Industries Self-Insured Workers' Compensation Fund (MHI Fund) has offered floral employers a way to control their workers' compensation costs since 1993. Owned by its members, the MHI Fund offers the same protections as an insurance company but returns underwriting profits and investment income back to its participants. With a track record of returning an average of 45 percent of premium, the MHI Fund continues to outperform the competition, saving members money year after year on their workers' compensation. This year the Fund distributed \$1,965,000 back to its members, bringing the total returned to \$19 million since the Fund's inception. Most members would agree that the MHI Fund has proven to be the best option for their worker's compensation insurance coverage by offering continuous premium returns. Right now, more than 70 percent of the members are receiving returns equal to 56 percent of their premium.

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

Insurance, both business and personal, is a necessity. When working with your agent, make sure you request

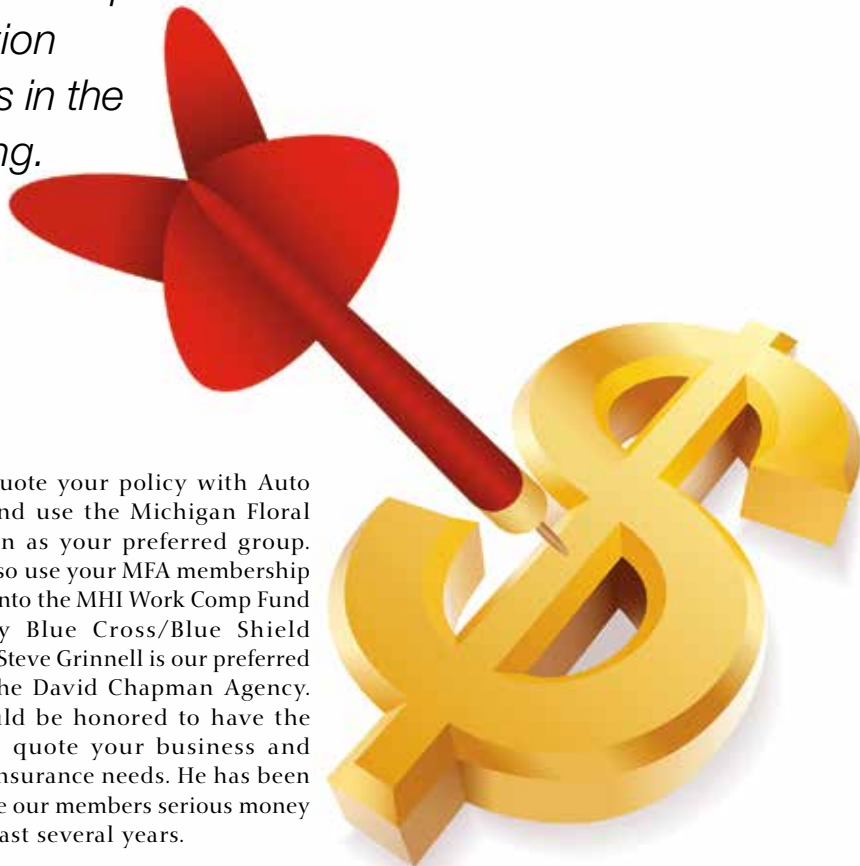
them to quote your policy with Auto Owners and use the Michigan Floral Association as your preferred group. You can also use your MFA membership for access into the MHI Work Comp Fund and many Blue Cross/Blue Shield programs. Steve Grinnell is our preferred agent at the David Chapman Agency. Steve would be honored to have the chance to quote your business and personal insurance needs. He has been able to save our members serious money over the past several years.

3. Unbeatable Credit Card Processing Rates

Midwest Transaction Group has a long history of providing the membership some of the lowest processing rates in the industry. The partnership is best known for the personalized customer service it provides. Every member call is handled by a live, friendly person – regardless of the time of day or the day of the week. With the MFA processing program, terminal supplies are free as is the PCI compliance support we provide. There really isn't a better program available.

4. Fueling and Vehicle Maintenance Program!

SuperFleet and MFA have a no charge fuel discount program that offers you all the same features and benefits that are usually reserved only for companies with large fleets. You see, as a group, your association purchases enough fuel to qualify as a large fleet and therefore qualifies for volume cost savings. MFA members are currently saving more than \$400 every month on their fuel collectively, while reaping the benefit of security and tracking to ensure legitimate fuel consumption by employees.



Save 10 cents per gallon as a new SuperFleet account at Speedway and five cents per gallon at Marathon for your first 90 days! Contact Thomas Farnham at 989-615-2736 for more information.

5. Collection Services

Since 1938, I.C. System has been helping clients achieve their collection-related goals. Their experienced personnel, proven processes and leading-edge technology combine for high recovery rates without alienating your customers. They have collected billions of dollars for clients, and the number of times our practices caused a client to pay a legal judgment is zero. I.C. System is a full-service agency with 30,000 clients representing nearly every industry. Expect unparalleled service and recoveries to greatly improve your bottom line.

6. Professional Education Center

MFA offers top-of-the-line education benefits with its Professional Education Center at the headquarters in Haslett, MI. Among the classes offered on a regular basis are Floral Design School: Introduction to Design, Intermediate Floral Design Certified Florist Preparation, and Steps to Certification. For more information go to www.michiganfloral.org or call the MFA office at 517-575-0110.

7. Information Sources: The Magazine, Enews Bulletin and Web Site

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

In addition to the magazine, MFA sends out an enews bulletin straight to your email with the latest floral news and happenings. My MFA Today is an easy

and informative way for MFA members to stay on top of current events in these busy times. The MFA web site, www.michiganfloral.org features the "Find A Florist" tab, which drives consumers directly to your business. You can also learn more about classes, how to become a Certified Florist, more on the MFA Scholarship Program, MFA Awards, contact information and so much more, all at the click of a mouse!

8. Sandwich Boards/ Changeable Sidewalk Signage

MFA's patent-pending SignTrax system allows users to change from a graphic panel to a message board, and back again, in seconds. The SignTrax system also allows for inserting optional clear plastic over the sign faces. These covers protect the letters and graphics from the weather and also from vandals. Our SignTrax system includes our exclusive built-in locking mechanisms. A standard padlock (not included) locks the sign panels, and clear covers in place for added security. SignTrax message boards include: • More than 300 letters and numbers • Two large inserts for images or logos • Letter storage container with divider tabs for easy filing • Funnel to ballast with sand.

9. Arrive Alive® Cut Flower Bouquet Hydration Wraps

Arrive Alive® is hydrophilic foam designed to provide water and nutrients to cut flowers for transporting, storing and displaying purposes. The foam is biodegradable, completely sterile, has a neutral PH and exhibits uniform hydrology. The highly porous foam maintains a 60/40 air to water ratio, directs more than 90 percent of all water

and nutrients to the cut flowers and retains hydration. The basic concept of this product is that cut flowers are wrapped in the Arrive Alive® pad, sleeved with a polyethylene bag, and secured with a rubber band. The foam pad allows cut flower growers to ship flowers in either vertical or horizontal packaging. The foam also ensures that flowers or plants wrapped in the product will continue to be hydrated for up to 48 hours.

10. TRANSPORTER 10® Delivery Systems

The All-In-One Delivery System TRANSPORTER 10® ensures that your beautifully created arrangements arrive in the same condition as when they left your shop. No more broken stems, cracked containers or spilled water! Engineered with graduated openings TRANSPORTER 10® floral vase blocks hold everything from bud vases to full size vases with a 10 inch diameter. With a variety of styles to choose from, there is a size to fit every need. TRANSPORTER 10® assures peace of mind knowing that your deliveries will reach their destinations looking as good as they did on your design table. Features include: • Graduated openings that hold an assortment of vases • Variety of styles suitable for any size container • Fits all types of vehicles • Resists mold and mildew • Non-skid bottom • Handles embedded in base for easy carrying • Absorbs road shock.

Advocacy

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



MEMBERPROFILE

Once Upon a Peony...

BY BARBARA GILBERT, EDITOR

Some people don't have a clue as to what they want to be when they grow up. But Jody Brown-Spivey's career path was evident when she was only four. That was when she locked her mother in the basement so she could go out and pick peonies.

"We had a wonderful peony bush but my mother did not want me to pick the flowers so I kind of took matters into my own hands. Luckily, I was not punished. To this day it is one of my favorite flowers because of the special memories. And, too, I was always drawing flowers when I was a child."

Born in Ohio, Jody went to a high school that had a horticultural vocational program. But her parents thought she should take a secretarial course which would prove more profitable in the long run.

"Actually," Jody noted, "that course has helped me in the business end of the retail floral business." After high school she did go back for a horticultural course taught by an AIFD instructor. She followed this with study at the Hixson School of Floral Design in Lakewood, OH.

"It was a wonderful course for basic floral design. We would get there at eight in the morning and leave at eight at night. I had a great experience learning the geometrics of design."

After that she worked in a flower shop and the design section of R.J. Claprod Company in Columbus, OH, but still was not sure exactly where her career was going. So, she left the industry for eight years to work for a gourmet food company, Cheryl's Cookies. There she did product development creating cookie bouquets and catalog fulfillment.

It was after this she got back on the road to the floral industry. Working part-time for Flowers by Rick in Pataskala, OH, she worked her way up to store manager. After that she moved on to Beckley, OH, and specialized in event planning.

But she really wanted to open her own shop and in 2003 Expressions Floral Design Studio became a reality just in time for Valentine's Day. "I wanted to open a pretty retail shop from scratch.



We are in the northeast corner of greater Columbus (Gahanna, OH) and in 2009 moved the store diagonally across the street to a bigger shopping center with better anchor stores."

Her staff has stayed the same. Designer Jenny Asmo has been with Jody since the age of 16. There are fill-in designers during the peak holiday periods. She also belongs to a driver cooperative.

Weddings and events are the shop specialty. "Last year was quiet due to the economy but this year things have picked up. We are looking forward to a fantastic wedding season in 2013."

Jody is a firm believer in education, not standing still, and using the tools of the electronic age such as her website, LinkedIn and Facebook. "I am using social media much more. For example, I recently sent out an eBlast to 2,000 people. In order to have a successful business, customers need to be educated so that they will want to come into your shop.

The best way to have a valued relationship is to be personally involved with the local florist not just order on line. When our customers come into the shop they can see all the design stations and watch the creative process. It is like a restaurant with an open kitchen. Or as one customer said to Jody, "You can watch them make magic."

Roses are best sellers along with hand-tied bouquets. In fact, customers can bring their own vase for the hand-ties. While they have balloons, it is a challenge at the moment because there is a shortage of helium which is expected to last six months. In addition she will sell chocolates at the holidays, plants, planters, and plush, especially white bears at Valentine's Day.



Jody Brown-Spivey,
AIFD, CF, CFD

MEMBERPROFILE

There is also some jewelry in the shop including flower rings.

And since she is in Columbus, there is, of course, an Ohio State Buckeye Section featuring scarves to put around a vase, and scarlet and gray roses. She is also doing a promotion in the Buckeye Sports Bulletin for Valentine's Day.

The shop's signature line is "Your LOCAL Florist Professional." This ties in with her customer service philosophy. "If there is a problem we will always try to make it right and respond to the customer's concerns.

"For example, we got a complaint from the mother of the bride that the silk flowers we used were not up to par. They had given us a low budget and we tried to stay within it. In fact the bride picked up the bouquets and did not complain. I answered her mother's email, told her we had time to fix it to her satisfaction and did. She was so pleased that we got a handwritten thank you note with a tip inside. She turned into a happy customer and will come back. You need to do everything you can to make it right. You want a happy customer who will give

you good references not an angry customer who will damage your business.

"We have had a few rough years due to the economy but are rebounding. We have a great corporate client and are looking for more. I have customized a letter from the Society of American Florist, and sent it to HR contacts in order to drum up business."

When asked what she liked best about the floral industry, Jody cited two things.

She believes strongly in education and thinks florists who have blinders on and do not learn more about successful business practices will suffer.

"You cannot keep doing the same old thing. There are wonderful programs out there that will teach florists how to market their product better. Twenty-five percent of the population buys flowers and those are the people we have to zero in on. Team Floral headed by Dan McManus and Whizbang's Bob Negen have great marketing ideas. I hope to go to the Great Lakes Floral Expo to hear what is new and exciting in the industry."

Secondly, she has enjoyed participating in the Rose Bowl Parade float construction for the past ten years. This year she will be working on a Disney float for Artistic Entertainment Services.

Jody became a Certified Florist in 2008, an AIFD designer in 2009, and a member of the Michigan Floral Association in 2011. Her next goal is to become a member of the Professional Floral Commentators International so that she can share the knowledge she has gained to help other florists survive and prosper. So what started with peonies will hopefully lead to PFCI. ✿



Jewelry and "little words of wisdom" highlight this display.



It's beginning to look a lot like Christmas.



Working on the University of Michigan float at the Rose Parade in Pasadena.

MARKETING FEATURE

What's Your Brand?

BY JIM JORDAN, 4 North Associates, Northville, MI

I think all would agree that American consumers are brand specific. Brands are everywhere. You can't open a newspaper, turn on TV, surf the internet, or drive down Main Street without being reminded of the brand choices you have.

There is no denying brand positioning drives billions of dollars of advertising in hopes of influencing consumers to look their way while aiming to increase brand loyalty and recognition. Many consumers know what brands they want before they ever go shopping. As a result, price becomes less of a factor in the purchasing psyche of the buying public. Many of us feel that this brand phenomenon is relegated to the national brands that we are all too familiar with. I suggest otherwise. Every business



including yours has a brand identity. But what exactly is a brand? The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers." Therefore, it makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their needs.

The objectives that a good brand will achieve are critical to its success. There is a clear message that a good brand conveys in the minds of consumers. A well established brand is one that has an emotional connection with a customer and motivates the



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MARKETINGFEATURE

It makes sense to understand that branding is not about getting your target market to choose you over the competition, but it is about getting your prospects to see you as the only one that provides a solution to their needs.

buyer to buy a particular product or service without any consideration of alternatives. There is a buyer loyalty worth its weight in gold and one which demands consistency that should drive every process that goes into delivering the product. This cannot happen every so often but rather every time your customer experiences your business. To succeed in branding you must understand the needs and wants of your customers and potential customers. Consumers largely make purchase decisions based on four criteria: Price, Selection, Service, and Quality. In looking at your store, how do you stack up in these critical areas? What is your store known for? Are you the best value in your area or only on certain merchandise? Do you have the best selection of fresh flowers and gift items? Are you the "Go To" wedding and party shop in your town? Does your staff offer the best service and knowledge of the products and services you sell? Is the quality of the products and services you sell second to none? Do you offer an unconditional guarantee on everything you sell?

The answers to these questions should come from the consumer's perspective and should drive your marketing strategy. You do this by integrating your brand strategies through your business at every point of public contact. Your brand resides within the hearts and minds of customers, clients, and prospects. It is the sum total of their experiences and perceptions, some of which you can influence, and some you cannot. A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in, researching, defining, and building your brand. If you simply think you offer the same products and services as every other floral provider in your area and do it better than everyone else, you will open yourself up to competing on a commodity basis which is based on price. You need to differentiate yourself from everyone else. Your brand is the source of a promise to your consumer. It's a foundational piece in your marketing communication and one you do not want to be without. Brand success will ultimately lead to a better bottom line which is what it is all about. ✿

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"The quality is always excellent so it is one less worry for me"
Event Florist, Chicago



Market Fresh Flowers



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Retail Florist, Grand Rapids



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The 2013 Floral Olympics

Great Lakes Floral Expo

March 1-3

Floral “Olympic” Awards Gala! Saturday, March 2, 2013

Ambassador Ballroom, 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.**

Join your fellow floral professionals and share the excitement as industry awards are bestowed on those floral “Olympians” who have been voted the best of the best by their peers. New inductees into the prestigious Certified Florist Program also will be recognized.

Jon Gerych and Rich Thibodeau, CF, along with a team of student designers will use exquisite flowers to transform the Ambassador Ballroom into an exciting, cutting edge, high tech and full of energy Olympic Gala. It will be an unforgettable evening.

Enjoy delectable food prepared by the chefs at the only four star hotel in Michigan, the Amway Grand Plaza Hotel.

GLFE Oympic Industry Tour – Friday, March 1, 2013 *Additional Fees Apply*

6:00 p.m.: Meet by the Registration Desk in the Welsh Lobby, DeVos Place.

This year attendees will have a chance to visit with local wholesalers and retail and chain stores. This progressive dinner tour will stop at four industry establishments who will open their doors for this special evening. Make your reservations now for this highlight of the 2013 Expo. This is an early sell out, so sign up today!

Opening Ceremony • bokay by Eastern Floral • Hors d’oeuvres and Beverages

40 Monroe Center St., Grand Rapids, MI

First Event • Nordlie, Inc. • Salad

4611 Ivanrest Ave. SW, Grandville, MI

Second Event • Vans Floral Products • Main Course

1858 Three Mile Rd. NW, Walker, MI

Closing Ceremony • Fruit Basket Flowerland • Dessert

3801 Alpine Ave., Comstock Park, MI

THE 2013 FLORAL OLYMPICS



2013 GLFE All-Day Olympic Sessions **FRIDAY, March 1**

Amazing All-Day Hands-On Session! Designing and Selling Today's Sympathy

Presented by John Klingel, AAF, AIFD, PFCI

Sponsored by FTD Inc.

Date: Friday, March 1, 2013

Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook AB

**Additional fees apply
Limited Space**



As with everything else trends in sympathy floral design change. They are influenced by modes on disposition of the body such as cremation. One thing that doesn't change is people's feelings of remembrance and respect at the time of loss. Come explore a fresh approach on how to design for and sell to your customers during this difficult time. Every situation is different and special. Learn new design techniques that you can take back and implement in your day-to-day sympathy business. This class will not only help you become a better designer but also a better sympathy sales consultant. John will cover a variety of topics including:

- Abstract designs
- Weaving and techniques
- Theme designs
- Cremation design trends
- New traditional designs

Bring your own tools!

An Intensive All-Day Business Session! Extreme Flower Shop Makeover

Presented by Rick Rivers and Derrick Myers, CPA, CFP

Sponsored by FloristWare and Crockett & Myers

Date: Friday, March 1, 2013

Time: 9:30 a.m. – 4:30 p.m.

Location: River Overlook EF

**Additional fees apply
Limited Space**

FloristWare



crockettmyers
& associates

The floral business has seen so many changes in recent years. The next five years will be some of the most challenging times. Most florists have lost the clarity in defining who they are and what they sell. It's time to change that and empower shop owners. In the current economy, marketing will play a great role in the survival of the retail florist as we know it. Rick Rivers is the author of two books on marketing for florists and Derrick Myers, CPA, CFP works with many florists. They will be spending the day giving you insights on how to give your flower shop a makeover and put it on the path for continued success in years to come. Rick and Derrick see things differently from others in the industry and often try to show how other approaches can help you attain your goals easier and faster.

**Part 1: 9:00 a.m. – 12:00 noon
Move Over, I'm in the Lead**

Rick will take you through what changes you will need to make for the upcoming years; the new and projected buying habits of the customers. He will look at who has money to spend and why they spend it. You will learn how to adjust and make the wire services work for you, actually driving business growth and profits. After this session, you will lose your fear of "big box" and turn that fear into increased sales. You

will then know how to use all of the same techniques for your shop. Does your store look like a store of the future? Learn what layouts customers are looking for, sales paths they expect and how you're viewed on the Internet. You will learn new sales terminology, sales styles and social media skills for increasing sales. All attendees will leave with a "blueprint" for success and a newfound love for sales.

**Part 2: 1:00 p.m. – 2:30 p.m.
Hidden Profits**

Derrick will take you by the hand and show you what your numbers should really say and then how to adjust them to maximize profit. Derrick has helped so many flower shops increase their profits and shift their numbers into the right columns. Not all the numbers are the same for every store, each store has unique "service trends" that can affect your bottom line. No two stores will look alike. How much is your budget for marketing, customer retention and new customer acquisitions? Derrick will help you understand why 10 percent of your money is really not your money, but money that is needed for customers to return to your store. You can make money in this economy despite all the obstacles.

**Part 3: 3:30 p.m. – 4:30 p.m.
Move that (Bus) or Flower Truck**

Rick and Derrick will go through Point of Sale systems and show you all of the hidden information located in it and just how to transform that information into dollars. It takes an average of three years for people to truly learn the POS system they have, so you will have a head start on that curve. By the end of the day you will be screaming "move that bus" or flower truck in our case and have the tools and information to go back to your store with a makeover plan in hand. Who knows, Mark Anderson of FloristWare might even stop by and show us some of the future features for his POS system.

All-Day Sessions Include Lunch!

THE 2013 FLORAL OLYMPICS



COLOR KEY:
 Green: Business Sessions
 Blue: Hands-On Sessions
 Red: Main Stage Shows

2013 GLFE Olympic Sessions **FRIDAY, March 1**

HANDS-ON SESSION: **FFA Student Certification Test Preparation**

Presented by Kim Herbers
 Sponsored by Saginaw Valley Flower Exchange
 Date: Friday, March 1, 2013
 Time: 7:15 p.m. – 8:30 p.m.
 Location: River Overlook AB
Additional fees apply



Grab and Go Design
 Want to learn to design out of the box? Then come spend an awesome evening with Kim!

An accomplished designer and teacher, Kim will show you how to grab for the gold in floral design. You will have a fun filled, educational session, learning how to design creatively with your own special flair.
Bring your own tools.

MAIN STAGE DESIGN SHOW: **Opening Ceremonies of the Floral Olympics!**

Presented by Carolyn Clark Kurek, AIFD
 Sponsored by DWF
 Date: Friday, March 1, 2013



Time: 9:00 p.m. – 10:00 p.m.
 Location: Steelcase Ballroom AB

A true spectacular...the opening ceremonies of the Floral Olympics. Join us Friday night for this exciting event. Carolyn Clark Kurek, AIFD, will demonstrate how to win gold with your floral creations through the application of principles and elements of design. Attend this presentation and become a Gold Medal designer. See how to balance creativity and technique in this exciting opening floral parade on the Main Stage.

2013 GLFE Olympic Sessions **SATURDAY, March 2**

MAIN STAGE BUSINESS SESSION: **Using Social Media to Market Your Website**

Presented by Jamie Jamison Adams
 Sponsored by Flower Shop Network
 Date: Saturday, March 2, 2013
 Time: 9:00 a.m. – 10:30 a.m.
 Location: Steelcase Ballroom AB



This isn't your average social media session. Learn easy ways to gain customers' attention using social media, and how to guide that attention to your website. Tailored specifically for you, this session will include a live connection to Facebook, Pinterest, Google+, and Twitter. Jamie Jamison Adams will answer your social media questions using the actual social platforms.

What you can learn from this session:

- How each type of social media works and what target markets it reaches
- How to integrate social media into your marketing strategy
- Creating, scheduling and promoting a Facebook post
- Facebook privacy controls
- Creating and promoting Google+
- Creating and sharing Pinterest boards
- Creation of a social media marketing calendar
- Identification of social media elements on website

HANDS-ON SESSION: **Flowers Coming Down the Aisle**

Presented by Julie Poeltler, AIFD, CAFA, IMF, PFCI
 Sponsored by Teleflora Inc.
 Date: Saturday, March 2, 2013



Time: 9:00 a.m. – 11:00 a.m.
 Location: River Overlook A
Additional fees apply

Weddings are big business! Julie will give you tips on how to make a beautiful bridal bouquet and a corresponding attendant's bouquet. Learn how to combine color and creativity to produce unforgettable wedding work. Take your bridal business to a new level by utilizing the latest techniques and trends to produce more unique and profitable bouquets.

Bring your own tools.

HANDS-ON SESSION: **Flirting with Fascinators**

Presented by Carolyn Clark Kurek, AIFD
 Sponsored by Mayesh Wholesale Florist, Inc.
 Date: Saturday, March 2, 2013
 Time: 9:00 a.m. – 11:30 a.m.
 Location: River Overlook B



Additional fees apply

Back by Demand! You don't want to miss it. 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 hands-on session will cover the mechanics and various styles of fascinators. Your brides want them and 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 will be presenting some new and exciting designs this year. If you took this class last year be sure to sign up and learn more styles and techniques.

Bring your own tools.

HANDS-ON SESSION: **"Urn" More Sympathy Sales**

Presented by Doug Bates, CF
 Sponsored by Mayesh Wholesale Florist, Inc.
 Saturday, March 2, 2013
 Date: 9:00 a.m. – 11:30 a.m.
 Location: River Overlook C



Additional fees apply

The funeral industry, like so many others, is changing. Visitations that once lasted days, are now reduced to a couple of hours just before the service. Cremation services have become a more affordable alternative to the traditional funeral service. As designers, we must be able to offer our customers choices to accommodate this shift. In this class, Doug will show you how to craft an innovative and stylish cremation urn ring. In addition, you will make a creative tablescape design that also complements the cremation urn. Space in this class is limited, so be sure to sign up early!

Bring your own tools.

MAIN STAGE BUSINESS SESSION: **Weddings and Consumer Trends**

Presented by Jacque Sir Louis
 Sponsored by Smithers-Oasis
 Date: Saturday, March 2, 2013
 Time: 10:30 a.m. – 12:00 Noon
 Location: Steelcase Ballroom AB



Come learn wedding and special events trends in the floral industry from Jacque Sir Louis, marketing manager of Smithers-Oasis. This session will be an in-depth discussion and presentation of highly successful marketing strategies and trends



Pre-register and you could be a winner!

Register for the 2013 GLFE Floral Olympics by February 22, 2013 by 5:00 p.m. You will automatically be entered into a contest to win a Plaza Dreams one night stay at the beautiful Amway Grand Plaza Hotel. Call the MFA office at 517-575-0110, visit www.michiganfloral.org, or fill out the registration form enclosed!



THE 2013 FLORAL OLYMPICS

2013 GLFE Olympic Sessions **SATURDAY, March 2**

for your wedding and special events business. This informal, interactive seminar will walk you through what we have discovered working with florists like you, but don't worry, you'll have a lot of fun too.

MAIN STAGE DESIGN SHOW: Designer of the Year Run off The Floral Olympics Design Competition!

Presented by Jerome Raska,
AAF, AIFD, CAFA, CF, PFCI
Sponsored by Teleflora,
Smithers-Oasis, and
California Cut Flower
Commission

teleflora.

oasis
FLORAL PRODUCTS
www.oasisfloral.com



Date: Saturday, March 2, 2013
Time: 12:30 p.m. – 1:15 p.m.

Location: Steelcase Ballroom AB

This intense, exciting, awe-inspiring design event will take place on the Main Stage. The top five floral designers from the Professional Design Contest will go for the gold, competing against each other head to head, designing with identical materials. Fellow florists, friends and family will be in the audience to cheer them on in the Floral Olympics. All designers will get Teleflora aprons and will use Teleflora and Smithers-Oasis products, with flowers from the California Cut Flower

Commission. When designing has concluded, judging will begin and one lucky designer will win the gold medal and be named 2013 Designer of the Year. The winner will receive a cash prize of \$300, and have six designs featured in the Designer Spotlight sponsored by Nordlie Inc. in *The Professional Florist* magazine. They will also represent MFA at NAFA National Designer of the Year and get an automatic entry into the Academy Division. All the winners of the Student, Novice and Professional Divisions will be announced at this time on stage.

BUSINESS SESSION: The L.O.G.I.C.A.L Way to Take Orders and Increase Profits!

Presented by Tim Huckabee, AIFSE

Sponsored by BloomNet

Date: Saturday,
March 2, 2013

Time: 1:00 p.m. – 5:00 p.m.

Location: River Overlook EF

The program is for both owners/managers and your staff, covering essential topics like selling and service to marketing and advertising. Also covered will be optimizing the phone presentation, improving the face-to-face transaction, and making better use



of your POS system while taking steps to get more business from your current customers. Implementation of the concepts and materials covered will result in an immediate 20 percent increase of the shop's average sale!

- Increase \$ per order
- Smart Marketing
- Optimizing your POS for more \$
- Positive, Insightful, Knowledgeable Sales Approach.

MAIN STAGE DESIGN SHOW: Color Your World

Presented by Frank Feysa, AIFD

Sponsored by
Smithers-Oasis

Date: Saturday,
March 2, 2013

Time: 3:30 p.m. – 4:45 p.m.

Location: Steelcase Ballroom AB



Explore the exciting world of color as Frank travels through a spectrum of unique and current color combinations appropriate for today's bride. Fresh design influences abound from exotic locations, cultures and materials. Take a floral journey around the globe and let color be your guide. See models walk the runway in a spectacular Olympic parade of color and fashion.

2013 GLFE Olympic Sessions **SUNDAY, March 3**

MAIN STAGE BUSINESS SESSION: The New Rules of Retail – Embracing Change and Going for the GOLD!

Presented by Bob Negen

Sponsored by WhizBang Training!

Date: Sunday, March 3, 2013

Time: 8:30 a.m. – 9:15 a.m.

Location: Steelcase Ballroom AB



Today's retail markets change at breathtaking speed. Embracing the changes, taking responsibility for keeping your business current and keeping a razor sharp focus on the execution of new strategies is the hallmark of today's (and tomorrow's) savviest retailers.

New technologies allow any size retailer to compete, and WIN, against big box merchants and Internet discounters. The key is to quit making excuses, learn to love the uncertain and execute, execute, execute, all the way to the finish line.

Your group will learn:

- Why Responsibility = Control, and

Control + Responsibility.

- The 4 stages of change and how they affect you.
- Why strong customer relationships are still the strongest value.
- And many more insights into thriving in the future...

HANDS-ON SESSION: Wedding Bouquet Trends and Techniques

Presented by Frank Feysa, AIFD

Sponsored by
Smithers-Oasis

Date: Sunday,
March 3, 2013

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook A

Additional fees apply

Join Frank Feysa, AIFD for a wedding bouquet workshop using some of the latest decorative products from Smithers-Oasis. Students will design and construct bouquets using a variety of design techniques and



styles, sure to add some style and punch to your wedding work! A not to be missed design experience.

Bring your own tools.

HANDS-ON SESSION: Olympic Sympathy Designs

Presented by Carolyn Clark Kurek, AIFD

Sponsored by Mayesh Wholesale Florist, Inc.

Date: Sunday, March 3, 2013

Time: 9:00 a.m. – 11:30 a.m.

Location: River Overlook B

**Additional
fees apply**



Knowing the newest trends in funeral designs are essential to keep up with changing funeral traditions. Carolyn will teach you how to personalize designs. Learn the mechanics of adding to the perceived value of an urn or picture frame without adding to your cost. Up sell the accessories and make as much or more profit as you would doing a traditional large casket spray.

Bring your own tools.

Check
it Out!

Always wanted an iPad? Here is your chance to win one!

At 3:30 p.m., Sunday, March 3, after the Main Stage Business Session there will be four drawings. You must be present to win, so plan on sticking around for a chance to take home an iPad. iPads will be the new 16GB minis, WiFi ready and Verizon enabled.



THE 2013 FLORAL OLYMPICS

2013 GLFE Olympic Sessions **SUNDAY, March 3**

BUSINESS SESSION:

**“Going for the Gold” Part 1:
Your Gold-Medal Staff:
A Customer Focused, Service Driven,
Selling Machine!**

Presented by Bob Negen

Sponsored by WhizBang Training!

Date: Sunday, March 3, 2013

Time: 9:30 a.m. – 11:00 a.m.

Location: River Overlook EF



Effective, customer focused selling is not pushy or rude. It is the best customer service tool at the independent retailer's command. This fun, interactive workshop focuses on practical, proven customer service and sales strategies that can be brought back to your business and used immediately to bring more money to your bottom line!

The focus is not on theory, but on easy to understand strategies, tips and tricks to boost your store's sales while providing gold-medal service. It's about how to create a customer focused sales culture in your store.

In this workshop you will learn:

- The five steps to every successful sale.
- How to effortlessly get past “just looking.”
- Six powerful questions that uncover what your customer really wants.
- “On the floor, on the fly” coaching techniques guaranteed to get you the gold!
- How to effectively coach retail sales.
- How to create a store wide sales culture.
- And much, much more!

Great customer service and great selling do not happen by accident. This workshop gives the tools needed to deliver the outstanding service needed to increase loyalty and dramatically rev up sales.

MAIN STAGE DESIGN SHOW:

The Balance Beam of Successful Weddings

*Presented by Julie Poeltler, AIFD, CAFA, IMF, PFCI
Sponsored by Teleflora Inc.*

Date: Sunday

March 3, 2013

Time: 10:00 a.m. – 11:15 a.m.

Location: Steelcase Ballroom AB



Brides come to you from all walks of life. Julie will present and explore the many different types of brides that potentially could walk through your door. Learn how to handle them, how to up sell them, and how to make their day special and your day profitable. Julie is an accomplished floral

designer who has over thirty years of experience. She will share her ideas and techniques that will create an outstanding experience for both you and the bride.

BUSINESS SESSION:

**“Going for the Gold” Part 2:
Explode Your Sales!
How to Get the Maximum Bang
from Your Marketing Bucks**

Presented by Bob Negen

Sponsored by WhizBang Training!

Date: Sunday, March 3, 2013

Time: 11:15 a.m. – 12:45 p.m.

Location: River Overlook EF



Does 15 percent, 20 percent, even 30 percent sales growth next year sound good? This fun, dynamic workshop shows how to dramatically increase customer loyalty, and foot traffic, and turbo charge sales.

It teaches the secrets of an organized, consistent system to generate significant sales increases. And it's not about spending a fortune, finding the next super hot product, or creating a killer newspaper ad. It's about creating exponential growth by doing lots of little things well: it's about planting many seeds and watching them grow.

You will learn:

- FOUR ways to get customers to shop more often.
- FIVE ways to get a flood of new customers for almost no money.
- SIX ways to give a BIG boost to your average sale.
- The secret to generating TONS more foot traffic.
- How to jump-start your sales no matter what time of year.
- Why you MUST have a web and social media presence and how to leverage that presence into \$\$\$.
- And many more tricks to grow business without spending a fortune

MAIN STAGE DESIGN SHOW

Great Balls of Flowers

Presented by: John Klingel, AAF, AIFD, PFCI

Sponsored by FTD Inc.

Date: Sunday, March 3, 2013

Time: 12:30 p.m. – 1:45 p.m.

Location: Steelcase Ballroom AB



The secret of success in today's floral industry is diversification. As a result, many florists are incorporating party and

event work into their service package. Great Balls of Flowers is a presentation featuring a wide variation of designs inspired by the round form. Whether your event has a big blowout budget or is geared to the frugal client, this program features concepts and techniques tailored to fit any financial plan.

BUSINESS SESSION

LET'S PIN – YOU, ME and PINTEREST

Presented by Jamie Jamison Adams

Sponsored by Flower Shop Network

Date: Sunday, March 3, 2013

Time: 1:00 p.m. – 2:00 p.m.

Location: River Overlook EF



Come, learn, participate – Pinterest is all about the visual. Learn how to leverage this very visual social media platform to create better customer engagement and promote your business. Your participation and questions will drive this session. With a live connection to Pinterest, Jamie Jamison Adams will tailor this session specifically to you.

What you can learn from this session:

- What Pinterest is
- How to use Pinterest to create wedding, event, funeral and every day portfolios of your work
- How to share your Pinterest portfolios with current and potential customers
- Tips, tricks and strategies to connect and drive customers to your website and shop

MAIN STAGE BUSINESS SESSION

The Power of Service

Presented by Petra Marquart

Sponsored by BloomNet

Date: Sunday,

March 3, 2013

Time: 2:15 p.m. – 3:30 p.m.

Location: Steelcase Ballroom AB



The Power of Service will give participants the key to getting and keeping customers. Why Service Matters will show you how to interact with and provide a foundation for customer relations. Spheres of Influence will provide a road map for improving your service profile. “Great service requires heart, energy and sacrifice.”

You'll want to make sure to stick around for this “can't miss” presentation!

Find out the things that customer expect:

- Service • Quality • Price • Time



– iPads Sponsored by:





THE 2013 FLORAL OLYMPICS

Floral Olympics Special Events Schedule

Trade Show Marketplace

Friday, March 1, 2013 • Hours: 7:00 p.m. – 9:00 p.m.
Saturday, March 2, 2013 • Hours: 9:00 a.m. – 5:00 p.m.
Sunday, March 3, 2013 • Hours: 8:00 a.m. – 3:30 p.m.
Location: Steelcase Ballroom AB

The Gold Medal marketplace is the number one place to shop. Looking for the newest varieties of cut flowers, greens and plants? Searching for an outstanding selection of supplies, containers, and novelties? Find products and services that will put your shop on the cutting edge. Support our vendors without whom the Expo would not be possible.

**Prizes, Prizes, Prizes!!!
Gold, Silver and Bronze Medal Winners!!!
Play Floral Olympic Trade Show Trivia!**

Reach for Excellence at the Trade Show Marketplace and participate in our exciting Floral Olympic Trivia. Scour the Trade Show floor and visit our vendors to find trivia answers and win the game.

Reach for Excellence at 2013 MFA Book Fair.

Saturday, March 2, 2013 • 9:00 a.m. – 5:00 p.m.
Sunday, March 3, 2013 • 8:00 a.m. – 3:30 p.m.
Location: Welsh Lobby next to MFA Registration Desk
You'll love the prices and all profits benefit the MFA Education Fund.

Ssh, Be Quiet, It's the Silent Auction.

Saturday, March 2, 2013 • 9:00 a.m. – 5:00 p.m.
Sunday, March 3, 2013 • 8:00 a.m. – 2:00 p.m.
Location: Steelcase Ballroom AB
Put your bid in and join the fun at this year's Silent Auction. Up for consideration will be all manner of floral products, services, gift certificates, unusual treasures and more.

AIFD Showcase

Location: Welsh Lobby • open all weekend
Members of the North Central AIFD chapter will embody the Olympic spirit of Aiming Higher with a dazzling display of full-scale floral designs and installations.



CF Showcase

Location: Welsh Lobby • open all weekend
Certified florists will be encouraging designers to Achieve More with a wonderful floral exhibit.



2013 Student Designer Contest and Showcase

Saturday, March 2, 2013 • 2:30 p.m. – 3:00 p.m.
Location: Steelcase Ballroom AB
Here is a chance to see the future. Student designers will show off their creativity and excellence.

2013 MFA Design Contest



Co-Sponsored by Teleflora, Smithers-Oasis and the California Cut Flower Commission

The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. The contest is a perfect opportunity to show off 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 aim higher, achieve more, and reach for excellence. Go for the gold in 2013!
Cash Prizes for Every Category! • Designer of the Year (DOY) Represents MFA at 2013 National Alliance of Floral Associations Designer of the Year Competition! • Academy Winner Represents MFA at 2013 SAF Sylvia Cup Competition!

For More Information:

Please visit www.michiganfloral.org to download a Design Contest registration kit or call the MFA office at (517) 575-0110 to receive one via Fax or US mail. Questions about the contest should be directed to Design Contest Chairman Mr. Jerome Raska AAF, AIFD, CAFA, CF, PFCI at jerome@blumz.com.

YOU MUST REGISTER BY FEBRUARY 22, 2013!

Get Up Early and WIN a KINDLE!

MFA Early Breakfast

Complimentary Breakfast sponsored by The Michigan Horticultural Industries Self-Insured Workers Compensation Fund
Sunday, March 3, 2013 • 8:00 a.m. – 8:30 a.m.
Location: Stage Ballroom AB

www.mhifund.org
Michigan Horticultural Industries
Self-Insured Work Comp Fund



Wake up, join your fellow attendees for breakfast and get a chance to **win a Kindle sponsored by Floracraft**. As you enter into the ballroom on Sunday for breakfast put your name in the bowl to enter the drawing. Name must be in the bowl by 8:25 a.m. At 8:30 a.m. at the beginning of Bob Negen's Main Stage business session one lucky winner will be picked. You must be present to win. This session will show what MFA does for you as a retailer, vendor, advertiser, wholesaler. Questions? Suggestions? This is the place to find out what your association has done and what it plans for the future. Help association leaders chart the course for the coming year. Meet and greet the MFA board of directors and association staff at the free Continental breakfast.

THE 2013 FLORAL OLYMPICS SCHEDULE AT A GLANCE



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

FRIDAY, March 1

8:00 a.m. - 10:00 p.m.	Registration Desk Open	Welsh Lobby
9:30 a.m. - 4:30 p.m.	*Business Session: Rick Rivers and Derrick Myers – Extreme Flower Shop Makeover	River Overlook EF
9:30 a.m. - 4:30 p.m.	*Hands-On Session: John Klingel – Designing and Selling Today's Sympathy	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	Steelcase Ballroom AB
6:00 p.m. - 11:00 p.m.	*Industry Tour: bokay by Eastern Floral, Nordlie Inc., Vans Floral Products, & Fruit Basket Flowerland	Welsh Lobby
7:00 p.m. - 9:00 p.m.	Trade Show Open (cash bar)	Steelcase Ballroom AB
7:15 p.m. - 8:30 p.m.	*Hands-On Session: Kim Herbers – FFA Student Certification Test Preparation: Grab and Go Design	River Overlook AB
9:00 p.m. - 10:00 p.m.	Main Stage Show: Carolyn Clark Kurek – Opening Ceremonies of the Floral Olympics!	Steelcase Ballroom AB

SATURDAY, March 2

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
9:00 a.m. - 10:30 a.m.	Main Stage Business Session: Jamie Jamison Adams – Using Social Media to Market Your Website	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Trade Show Open	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Silent Auction	Steelcase Ballroom AB
9:00 a.m. - 5:00 p.m.	Book Fair	Welsh Lobby
	Hands-On Sessions: (Choose One)	River Overlook ABC
9:00 a.m. - 11:00 a.m.	*Julie Poeltler – Flowers Coming Down the Aisle	River Overlook A
9:00 a.m. - 11:30 a.m.	*Carolyn Clark Kurek – Flirting with Fascinators	River Overlook B
9:00 a.m. - 11:30 a.m.	*Doug Bates – “Urn” More Sympathy Sales	River Overlook C
10:00 a.m. - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
10:30 a.m. - 12:00 p.m.	Main Stage Business Session: Jacque Sir Louis – Wedding and Consumer Trends	Steelcase Ballroom AB
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom AB
12:30 p.m. - 1:15 p.m.	Main Stage Show: Designer of the Year Run Off – Commentated by Jerome Raska	Steelcase Ballroom AB
1:00 p.m. - 5:00 p.m.	Business Session: Tim Huckabee – The L.O.G.I.C.A.L Way To Take Orders and Increase Profits!	River Overlook EF
2:00 p.m. - 2:30 p.m.	Student Recognition and Teacher Recognition	Steelcase Ballroom AB
2:30 p.m. - 3:30 p.m.	Trade Show Shopping and Product Reviews	Steelcase Ballroom AB
3:30 p.m. - 4:45 p.m.	Main Stage Design Show: Frank Feysa – Color Your World	Steelcase Ballroom AB
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 3

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Welsh Lobby
8:00 a.m. - 8:30 a.m.	MFA Early Breakfast – Win A Kindle!	Steelcase Ballroom AB
8:00 a.m. - 2:00 p.m.	Silent Auction	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Trade Show Open	Steelcase Ballroom AB
8:00 a.m. - 3:30 p.m.	Book Fair	Steelcase Ballroom AB
8:30 a.m. - 9:15 a.m.	Main Stage Business Session: Bob Negan – The New Rules of Retail Embracing Change and Going for the Gold	Steelcase Ballroom AB
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Frank Feysa – Wedding Techniques *Carolyn Clark-Kurek – Olympic Sympathy Designs	River Overlook AB River Overlook A River Overlook B
9:30 a.m. - 11:00 a.m.	Business Session: Bob Negan – A Customer Focused, Service Driven, Selling Machine	River Overlook EF
10:00 a.m. - 11:15 a.m.	Main Stage Design Show: Julie Poeltler – Balance Beam of Successful Weddings	Steelcase Ballroom AB
11:00 a.m. - 6:00 p.m.	Retail Store – Open Hours	Grand Gallery
11:15 a.m. - 12:30 p.m.	Special Trade Show Shopping Time	Steelcase Ballroom AB
11:30 a.m. - 1:30 p.m.	*Lunch Served	Steelcase Ballroom AB
11:15 a.m. - 12:45 p.m.	Business Session: Bob Negan – Going for the Gold Part 2: How To Get the Maximum Bang from Your Marketing Bucks	River Overlook EF
12:30 p.m. - 1:45 p.m.	Main Stage Design Show: John Klingel – Great Balls of Flowers	Steelcase Ballroom AB
1:00 p.m. - 2:00 p.m.	Business Session: Jamie Jamison Adams – Let's Pin – You, Me and Pinterest	River Overlook EF
2:00 p.m.	Silent Auction Bids Closed	Steelcase Ballroom AB
2:15 p.m. - 3:30 p.m.	Main Stage Business Session: Petra Marquart – The Power of Service	Steelcase Ballroom AB
3:30 p.m. - 3:45 p.m.	Thank You! Save the date for next year and iPad Drawings	Steelcase Ballroom AB
3:30 p.m.	Trade Show Closes	Steelcase Ballroom AB



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

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 Address: _____ City: _____ State: _____ Zip: _____
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Great Lakes Floral Expo

DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL
 Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503
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MARCH 1-3, 2013

Limited seating is available for Design Workshops, Industry 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 Olympic Pass (four types available).

Save by registering your entire staff with the WEEKEND SHOP Olympic Pass where all your employees can connect!

	Member				Non-Member				Optional Events								
	Student Weekend Olympic Pass*	Friday Only*	Saturday Only*	Sunday Only*	Weekend Olympic Pass*	Weekend Value Olympic Pass*	Weekend Shop Olympic Pass*	All-Day Business Session:	Industry Tour	FFA Student Certification Test Preparation	All-Day Hands-On Session:	Hands-On Session:	Hands-On Session:	Hands-On Session:	President's Reception, Banquet and Awards Ceremony	Hands-On Session:	Hands-On Session:
1.	\$30	\$40	\$60	\$60	\$79	\$139	\$600	\$99.95 for the first attendee or \$59.99 for each additional staff member	\$45	\$25	\$149	\$85	\$85	\$85	\$60 for 8 seats or \$55.00	\$85	\$65
2.	\$45	\$60	\$100	\$100	\$129	\$189	N/A		\$65	\$45	\$249	\$125	\$125	\$125	\$125	\$125	\$125
3.																	
4.																	
5.																	
6.																	
TOTAL ALL EVENTS																	

*Does not include any optional events!



Attach an extra sheet if more room is needed

Stay the Weekend!

HOTEL RESERVATIONS: Please call the Amway Grand Plaza Hotel direct at 616-774-2000, (800) 253-3590. We have a special guaranteed rate of \$128.00 per night, single/double. Mention that you are with the MFA (code 1000KFI). Reservations must be made prior to 1/28/13 to be insured this rate.

Use Your Credit Card

ALL FEES ARE STRICTLY NON-REFUNDABLE.

Credit Card #: _____
 Name on Card: _____
 Signature: _____
 Business Card and Tax ID required for registration.
 After Monday, February 25, 2013, bring registration and payment to the Expo for onsite registration.

Expiration Date: _____ Security Code: _____



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

REGISTER BY 2/22/13

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BE THERE SUNDAY 3/03/13
 Join us for breakfast Sunday morning for the chance to win a Kindle!
 Plan to be present Sunday afternoon for the chance to win one of four iPads!

Mail Completed Registration Form with Payment to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 or Fax (517) 575-0115 with credit card information

DESIGNERSPOTLIGHT

Think Spring!

BY DOUG BATES, CF, FROM DESIGN'S BY VOGT'S, STURGIS, MI – 2012 MFA DESIGNER OF THE YEAR

January! How refreshing that nestled between the excess of Christmas and the sappy sweetness of Valentine's Day, we have the month of January! A time to reflect, recharge, and regroup.

Traditionally, at least in our shop, January is a lower volume month. That means we have fewer opportunities to "wow" the public with our innovative design. And THAT means everything that leaves the shop is the most unique, most creative it can be for the price. Sending out only your most captivating fresh designs when it's slow creates buzz for you and your shop in an otherwise lean month. And when it comes to fresh design, vibrant colors counteract those winter blues.

For example, this parallel design, in an analogous color palette, groups materials to create greater impact, and has planned negative space. I used a large succulent for the focal point, and accented with wool wire. (Call the supply department at Nordlie's – it comes in lots of trendy colors!) While the color palette entices us to "Think Spring!" the addition of the wool wire- the same texture as that of our mittens, hats, scarves, and sweaters – reminds us that we still need to bundle up!

Not just in our personal lives, but in our shops as well, a new year can mean a new you!! Revamp your floor displays and remerchandise those tired areas!! Plan out your goals for the coming year, and send out only your very best!! Let the frozen, barren landscape be your catalyst for new ideas in 2013!! ❁



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BRIDALUPDATE

Here Comes... the Groom!

Specialty Flowers for Men

BY LAURA L. PARKER AIFD, CF



The sculptural feel of this boutonniere was achieved using the seedpods from Ratibida pinnata as the focal material, along with a stabilizing static line of variegated lily grass, accented with swirls of decorative wire.



The impact produced by using unusual topical foliage to create a boutonniere is striking, yet simple and clean. Altering the foliage by rolling the material adds both creative flair, and important visual weight.



Something a little daring might be in order for the more adventurous gentleman. This is a good time to use alternative materials as shown here. Pheasant feathers offer a nice contrast to the sunflower and the hemp cord.



A masculine look is created applying phoenix style design to a body flower with the lily grass shooting upward from a mass spherical form of hypericum and green button chrysanthemums. The touch of rustic hemp cord, in place of ribbon, reinforces the masculine feeling.

Here comes the bride, all dressed in white...Yeah, yeah, yeah, we all know that old song and dance. How about...Wow, Look at the Groom! A dash of Cary Grant...a step towards Fred Astaire...and well "Frankly Scarlett..."Even the ever masculine Clarke Gable wore them.

The donning of boutonnieres is a longstanding tradition with a fascinating history. The eternally romanticized and brave Knights of Medieval Europe were the first men known to adorn themselves with flowers, wearing the designated colors of their lady loves into battle.

The western world experienced a resurgence of this custom in the 19th century; when Frenchmen began adding a blossom to one's coat for add a dash of color. Men of higher social stand-

ing and culture wore flowers, whether from the garden or the hothouse, as a matter of good fashion. Gardenias, tea roses, camellias, carnations, lilies of the valley, and even tuberose were among those flowers chosen by gentlemen for their fragrant qualities, along with half blown cabbage or garden roses backed by maidenhair fern, a coleus leaf, or a begonia leaf.

Boutonnieres in the 19th century, often called "buttonhole bouquets," were appropriate for occasions in every season. Nineteenth century writer Oscar Wilde was a great devotee of the boutonniere.

Nearly every street corner in mid-summer London hosted flower sellers selling Moss Roses; fresh roses with damp moss wound around their bases, ready for fixing to gentlemen's coats. These buttonhole bouquets, or "coat flowers", were worn whenever a gentleman left his residence.

A really well-made buttonhole is the only link between Art and Nature.

—Oscar Wilde, *Phrases and Philosophies for the Use of the Young*

Tailors even began adding a small pocket or loop in the back of the lapel under the buttonhole to restrain a narrow glass tube purchased from a florist. In lieu of a vial, damp moss wrapped with oiled silk was placed around the stems of the flowers.

In our postmodern world boutonnieres have lost this daily appeal and are worn (sometimes under duress) for special occasions. Today we generally only see men sport a lapel flower at weddings, proms, milestone anniversaries, and sometimes for award ceremonies. This view of the boutonniere as a plain carnation with bit of greenery, or a rose drowning in baby's breath need not be today's reality.

While historically boutonnieres were merely a fragrant or pretty blossom, the modern lapel flower is more expressive and creative. Why not give the groom a little bit of your creative attention?

The use of alternative materials and updated mechanics has unbuttoned the traditional fashion and unlocked the universe of artistic expression. This uncharted territory of creative design has led to a new perception of the boutonniere as a piece of jewelry as opposed to merely a flower.

The use of decorative wires, faux gems, beads, reeds and feathers as well as any variety of unexpected materials can be seen in body flowers these days. In addition to the tangible aspects of current styles we also have the opportunity to explore new techniques.

A boutonniere that functions as a piece of jewelry gives new inspiration to designers. We can even abstract the materials, giving a sculptural or architectural air to the design. One of the most exciting parts of this artistic freedom is the boundless range of creativity that can be reached when innovative designers interpret and reinvent their vision of the body flower.

The boutonniere as a category of body flowers has changed, becoming more than the old fashioned pin on lapel flower of bygone days. There are endless ways to properly groom the gorgeous botanical products available to us into works of floral art to wear!

Images of sunflower, hypericum, and foliage boutonnieres provided courtesy of Flora Magazine. Designs by Susie Kostick, AIFD, CFD, PFCI. ✨

Floral Holiday Calendar

Floral Holidays	2013	2014
New Year's Day	Tuesday, January 1	Wednesday, January 1
Valentine's Day	Thursday, February 14	Friday, February 14
St. Patrick's Day	Sunday, March 17	Monday, March 17
Passover	Tuesday, March 26	Tuesday, April 15
Easter Sunday	Sunday, March 31	Sunday, April 20
Administrative Professional (Secretaries) Day	Wednesday, April 24	Wednesday, April 23
Cinco de Mayo	Sunday, May 5	Monday, May 5
National Teachers Day	Tuesday, May 7	Tuesday, May 6
Dia de Las Madres (Mexico)	Friday, May 10	Saturday, May 10
Mother's Day (US/Canada)	Sunday, May 12	Sunday, May 11
Memorial Day	Monday, May 27	Tuesday, May 27
Father's Day	Sunday, June 16	Sunday, June 15
Rosh Hashanah	Wednesday, September 4	Wednesday September 24
Grandparents' Day	Sunday, September 8	Sunday, September 7
Yom Kippur	Friday, September 13	Friday, October 3
Thanksgiving Day (Canada)	Monday, October 14	Monday, October 13
Bosses' Day (US)	Wednesday, October 16	Thursday, October 16
Sweetest Day	Saturday, October 19	Saturday, October 18
Halloween	Thursday October 31	Friday, October 31
Thanksgiving Day	Thursday, November 28	Thursday, November 27
Hanukkah	November, 27 – December 5	December 16 - 24
Christmas Day	Wednesday, December 25	Thursday, December 25
Kwanzaa	December 26 – January 1	December 26 – January 1

MFA SPECIAL EVENTS

March 1-3, 2013 – Great Lakes Floral Expo, Grand Rapids.
March 7-9, 2014 - Great Lakes Floral Expo, Grand Rapids.

INDUSTRY ADVANCEMENT

MFA Awards 12 Scholarships

The MFA Scholarship Program has awarded more than \$38,000 in scholarships since 2002. This year there are 12 deserving winners who will be able to further their education with these scholarships. The awards can be used for classes at the Great Lakes Floral Expo (GLFE), March 1-3, at the Amway Grand Plaza Hotel in Grand Rapids, or at the MFA Professional Education Center, or to purchase materials to become a Certified Florist. The winners have 18 months to use their scholarship, or the funds are rolled back into the scholarship fund.

The silent auction, held each year at the GLFE, is the main source of fundraising for the program. Please consider starting your support of this beneficial program by making a list of items to donate to our auction in March 2013. Please share this article with florists who might not belong to the MFA; show them one of the many member benefits of our association. Where else can you or your employees, as members of MFA, get free dollars to further floral abilities and bring benefits back to your shop and make more money? Encourage your staff to apply!

Eligibility Requirements

Applicants must be employed and working in the floriculture industry or show proof of enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals that relate to the industry's course of study.

How to Apply

Download a complete scholarship application at www.michiganfloral.org, click on "MFA Scholarship" in the menu bar, or call the MFA office at 517-575-0110.

Announcement of Award

Letters are mailed to the winners on September 1, 2013. Scholarship winners will be published in the *The Professional Florist*.

The scholarship grant will go directly to the MFA office in the applicant's name. ✿

Scholarship Winners



*Michelle (Shelly) Adair
Blumz...by JRDesigns
Detroit/Ferndale, MI*



*Kathy Kraydich
Moehring-Woods Flowers
Grosse Pointe Woods, MI*



*Sandra Bostwick
Howell, MI*



*Holly Kujawski
Jordan Valley Floral
East Jordan, MI*



*Marcos Bustamante
Rosaprima
Quito, Ecuador*



*Tracy Park
Park Place Design
Battle Creek, MI*



*Mical Dunlop, CF
Dunlop's the
Art of Flowers
Wolverine, MI*



*Pamela Prough
My Lady's Florist
Westland, MI*



*Susan Estes
Royal Expressions
Flowers & Gifts
Blissfield, MI*



*Ronald Thompson
Royal Expressions
Flowers & Gifts
Blissfield, MI*



*Kelly Herber, CF
Country Garden Flowers
& Greenhouses
Bay City, MI*



*Elizabeth Tomac
Jackson Area Career Center
Jackson, MI*

Chairman's Report



Certification...What's in it for You?

BY TIM LATIMER, CF, CF CHAIRMAN



Our industry has become quite competitive in recent years. In today's tough job market the employee with a commitment to continuing education and professionalism has much more opportunity for growth

Your Michigan Floral Association is here to help you compete and succeed. The CF Certification Manual covers all aspects of the industry: care and handling, design, customer service,

display, pricing, delivery, accounting and more. Studying this great resource book with the goal of taking the certification test will enhance your core skills; you and your customer will benefit.

When you pass the test you will get so much more than the ability to add the CF initials after your name. You will receive member pricing for Michigan Floral Association events such as the Great Lakes Floral Expo and Education Center classes. You will receive the award-winning *The Professional Florist* magazine six times per year and member pricing from MFA partner services. Your certification will be nationally recognized. CF is a national program and your CF certification will travel with you to other states.

Take the first step today; Contact the MFA office and order your certification manual. It is an investment in your most important asset...YOU. ✿



CF FLOWER of the Month **BOUVARDIA**

Available year 'round, Bouvardia can have single or double star-like blooms that open from tubular necks. Thin, branching stems open up to clusters of blooming florets. Leaves are bright green and pointed. Bouvardia comes in white, pink, salmon, and red and lasts one to two weeks. The dainty flowers and soft colors bestow an air of femininity wherever they make an appearance. Bouvardia is cold temperature sensitive, so do not store below 45°F.

FLORAL TIP: Check Your Temperature!

From the CF manual, page 4

Non-cold sensitive flowers stored at 41°F deteriorate three times faster than those stored at optimal temperature. The ideal temperature range is from 34 to 36 F. And remember tropicals need to be stored at 50 degrees. It is a good idea to have the temperature of your coolers checked for accuracy. Ideal temperatures equal less shrink and more profits!

The 2013 Floral Olympics

Floral aficionados, save the date! Mark your calendar now for the **2013 Great Lakes Floral Expo, March 1-3, 2013.**

The conference, "Reaching for Excellence, Aiming Higher, Achieving More, The Floral Olympics," promises to be a fun-filled weekend full of inspiring and empowering learning opportunities. The conference will be held at the Amway Grand Plaza Hotel/DeVos Place in Grand Rapids, MI. For more information on attending or exhibiting, please visit www.michiganfloral.org or call the MFA office at **(517) 575-0110.**

— Dick Gleason, CF, 2013 Expo Chairman



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39 MFAers Enjoy a Day Together on the Links

Thirty-nine golfers had a great day of fellowship, fun, and networking at the 2012 MFA golf outing held at Eldorado Golf Course in Mason, MI.

The teams were divided into Men's and Mixed with 1st, 2nd and 3rd place plaques provided by BloomNet in each division.

Winners in the Men's Division were:



1ST PLACE: Al Gerkin, Saginaw Valley Flower Exchange; Eric Allen; Tim Timinski, FloraCraft, and Troy Wasserman, Wasserman's Flowers. They won with a five under par 66.

2ND PLACE: Walter Hanson, Roger Bengal, Beau Cornell and Barry Freed of Team Art Craft Display with a four under par 67.

3RD PLACE: Larry DuFour, Rod Gibbs, Hagstom's Flowers and Brent Eggleston, BloomNet with a four under par 67.

The second and third place teams tied with the winner determined by a scored card playoff.

Winners in the Mixed Division were:



1ST PLACE: Jim Schmidt, Bill Schmidt, Sheila Tansey, Hyacinth House and Charlie Schwarz, Wexford Missaukee Inter. School Dist. with a 10 under par 61.

2ND PLACE: Eric Blanding, Janice Curran, Dawn Tarnowski and Mike O'Conner, Team Teleflora with a six under par 65.

3RD PLACE: Rod Crittenden, Sarita Featherly, Sharon Novasel and Steve Grinnell with a four under par 67.

A big thank you to the 2012 MFA Golf Outing Sponsors!

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Professional Education Center – On the Road Again

Advanced Design Workshop: "Spring Fling"

Instructors: Bob Friese, AIFD, and James Lutke

Member \$249, Non-Member \$349

Monday March 25, 2013, 9:00 a.m. - 4:30 p.m.

Lunch Included

Spend a day at "Nature's Creative Edge Design Studio" in Fruitport, Michigan, and come away with improved skills in natural design techniques and mechanics to use in your everyday and party work.

The team of Bob Friese and James Lutke are known for their innovative approach to design. The studio is located on a wooded site near Fruitport, north of Grand Haven, and southeast of Muskegon. This is a relaxed setting that will let your creative side stretch and expand.

So open your mind to nature's bounty, and come away with fresh design inspiration, and sharpened skills. Registration includes materials and a fabulous lunch prepared by gourmet cook Bob Friese...yum!

Bring your tools, including a pruner, wire cutter, scissor, and knife.

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

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

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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!

CLASSIFIED ADS

HELP WANTED

Manager: Experienced manager needed to run Terry's Enchanted Garden. Please give us a call and fax us your resume if you want to apply. Must have previous experience running a business, great communication and leadership skills. Great customer service skills are also required. Floral knowledge is preferred but not required. Ph: 310-707-5695 Fax: 281-664-5832.

Designer: Terry's Enchanted Garden is looking for an experienced designer. If you feel you have what it takes to complement our store with your creative designs, please set up an appointment to grace us with your talent. We have a pleasant work environment and we would be excited to see what you can do. Please give us a call. Ph: 310-707-5695 Fax: 281-664-5832.

Full Time Floral Designer Wanted: Teleflora shop in Hastings, MI needs someone with training and/or experience. Send resume to Barlow Florist 109 W. State St. Hastings, MI 49058, Fax to: (269) 945-0469 or email: barlowflorist@barlowflorist.com.

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

SEEKING DONATIONS

MFA Scholarship Committee seeks donations for the 2013 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 a Silent Auction donation form (PDF file).

Take part in The Floral Olympics

at the 2013 Great Lakes Floral Expo, March 1-3, at the Amway Grand Plaza Hotel and Devos Place in Grand Rapids, Michigan.

Register now, join your fellow florists, and

“Go for the Gold”!

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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.

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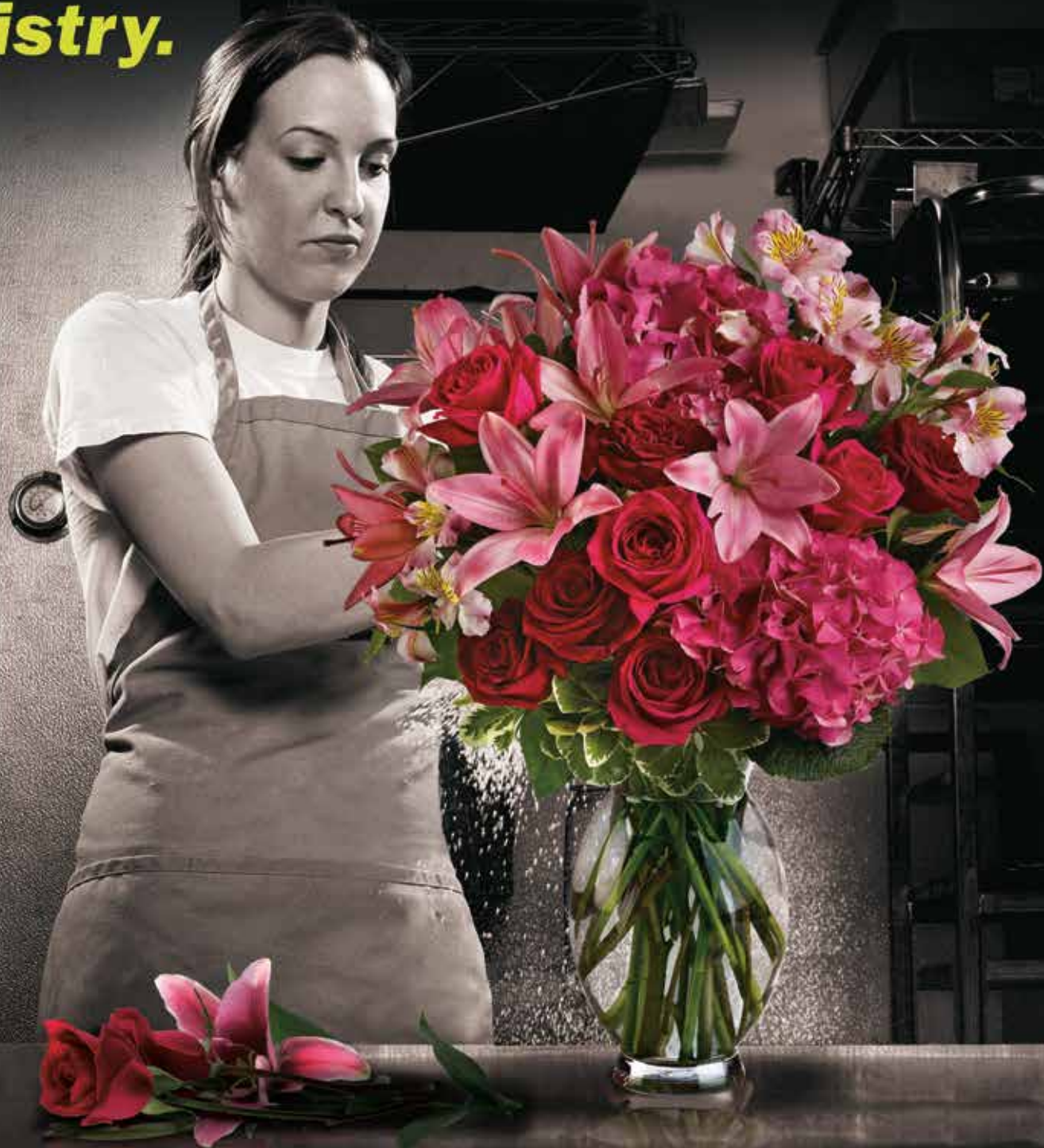


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Florists lose \$500 million every year to drop-shippers.

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