

The
Professional

Florist

Volume III 2018

2018 GLFEE
Review

How to Create
a Wedding
Spectacular

2018 WUMFA
Annual
Convention
Review



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Florist

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Moko Media Productions,
Ludington, Michigan.

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WUMFA Executive Director

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MichiganFloral
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LEADERSHIPREPORT

By the Numbers...

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT/CEO, WUMFA EXECUTIVE DIRECTOR



I hope you enjoy this issue as much as I do; it is always one of my favorites as we review the Great Lakes Floral & Event Expo and the WUMFA convention. I love the photo pages with attendees having fun learning and networking together, along with the pages announcing the Industry/Hall of Fame award recipients and the Design Contest winners. All this coverage makes it a very special issue.

Another fact of the annual meetings is the numbers. People are always asking me, "Rod how does attendance look for convention this year?" I'm pleased to say both the Expo and the WUMFA convention are in good shape and seeing slight growth.

In 2018 the Great Lakes Floral & Event Expo had a total of 420 attendees. This breaks down to 90 exhibitors representing 29 companies, 32 students representing six schools, and 298 florists, designers and event specialists. The 2018 WUMFA convention had a total of 166 attendees: 49 exhibitors representing 20 companies, 12 students representing two schools, and 105 florists, designers and event specialists.

It takes a dedicated team to make conventions happen. Both conventions are blessed with very strong volunteer committee leaders who work incredibly well together. Each

team member embraces diversity, and is constantly striving to provide a positive experience for exhibitors, students, florists, shop employees, event specialists, freelance designers, and all attendees. Everyone works year round preparing for and promoting the event, and each person looks forward to making it the best event ever.

I invite you to be a part of the experience next year. The 2019 GLFEE will be held March 1-3, in Grand Rapids, Michigan, at the Amway Grand Plaza Hotel and DeVos Place Convention Center. The theme is "99 Years of Floral Mastery", Educating, Inspiring, Collaborating.

WUMFA will be celebrating its 100th anniversary next year. Plan now to attend the 100th convention "Fired Up", Celebrating the Past, Fired Up for the Future!, March 29-31, 2019. The convention and celebration will be held at the Radisson Hotel & Conference Center in Green Bay, Wisconsin. ✿



Welcome New MFA Members

The Velvet Touch Events

Amber Kirkland
9664 E. Hereford Court, Ypsilanti, MI 48197
Phone: (844) 244-5420

BlueBridge

Stephanie McCrumb
1950 Ellis Lake Road, Grawn, MI 49637
Phone: (231) 668-6950
www.bluebridgeevents.com

Silver Moon Gifts and Clothing

Martha Piwarski CFD
4148 US 2, Iron River, MI 49935
Phone: (906) 265-6666
www.silvermoonir.com

Hartland Flowers

Susan Ray
10044 Highland Road, Hartland, MI 48353
Phone: (810) 632-0632
www.hartlandflowers.com

Simply Memories

Sarah Knash
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Phone: (269) 694-7080

Annie's Garden

Annie Stap
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Phone: (269) 217-6085

Floradashery

Leah Ramanujan
50542 Glenshire Court, Granger, IN 46530
Phone: (574) 703-2020
www.floradashery.com

HLT Flower Shop

Sonya Blaz
6677 Orchard Lake Road, West Bloomfield, MI 48322
Phone: (248) 894-4420
www.hltflowershop.com

Monarch Garden & Floral Design

William Santos
317 East Mitchell Street, Petoskey, MI 49770
Phone: (231) 347-7449

Plumeria LLC

Elisha Hodge
1364 West Michigan Avenue, Battle Creek, MI 49037
Phone: (269) 963-9499
www.plumeriami.com

Daisies Wedding Designs

Odesa Diones
40046 Fraser Drive
Sterling Heights, MI 48310
Phone: (586) 446-7968
www.flowersatdwd.com

West Branch Greenhouse & Flower Shop

David Evergreen
166 North 5th Street
West Branch, MI 48661
Phone: (989) 345-1133

Vivee's Floral Garden

Dawn-Marie Joseph
142 West Grand River Avenue
Williamston, MI 48895
Phone: (517) 204-5580
www.viveesfloralgardenandcafe.com

Posh Petals

Elizabeth Schenk
806 Bridge Street NW
Grand Rapids, MI 49504
Phone: (616) 363-3337

CHICAGO COMPETITION

Derek Woodruff Wins Flower Show Competition

Derek Woodruff AIFD, CF, PFCI, Traverse City, Michigan, won the Best in Bloom design competition at the 2018 Chicago Flower and Garden Show.

The contest was commentated by Loann Burke AAF, AIFD, PFCI. Designers used three vases requiring visual and/or physical connection, use of a bromeliad, and interpretation of the “Flower Tales” theme.

Second place went to Stacey Carlton AIFD, Chicago, while Susan Vanderhulst Bal AIFD, Riverside, IL, took third. Smithers Oasis, Kennicott Brothers and FernTrust sponsored the event.

Another highlight of the show was Hort Couture, a floral fashion show featuring clothes and accessories made of flowers and plants. ✿



Commentator Loann Burke



Derek Woodruff with his winning design

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2018 GLFE REVIEW

2018 GREAT LAKES FLORAL AND EVENT EXPO



1. Bob Patterson CF, Patterson's Flowers, Big Rapids, MI, chairman of the publications committee, shows off the newly designed *Professional Florist* magazine.
2. Back in the workroom with Bob Friese AIFD, Fruitport, MI; Jackie Burrell AIFD, CF, Flowers from Sky's the Limit, Petoskey, MI, and James Lutke, Spring Lake, MI.
3. All dressed up for the Arabian Nights banquet are editor Barbara Gilbert and BloomNet's Jackie Lacey AIFD, PFCI.
4. Chris Smith from the MFA endorsed credit card processing company Retailers Processing Network, Lansing, MI.
5. Skeeter Parkhouse, Wassermann's Flowers and Gifts, Muskegon, MI, and Brent Mains, Mains Importing, Hillsdale, MI.
6. Representing Syndicate Sales, Kokomo, Indiana, was Tom Bowling AIFD, PFCI.
7. Party Time for, from left, Kirsten Schulte, Eastern Floral, Grand Rapids, MI; Lisa VanderMeer, Marisa Rakowski, CF, Allison Ludema and Rose Washburn from Ludema's Floral and Garden Center, Grand Rapids, MI.
8. The live truffle table, Andrew Stinson, CFD, Columbia, South Carolina.
9. First time attendee Mary Clerkin Allard, Collective Joy, Columbus, Indiana.
10. Traverse City, Michigan, buddies Stefanie Rutherford CF, Lilies of the Alley, and Derek Woodruff AIFD, CF, PFCI, Floral Underground,



11. Garrett Skupinski CF, Floral Today, University City, MO, with head elf Alice Waterous AIFD, CF, PFCI, Alice's Christmas Elves, Grand Haven, MI.



14



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16



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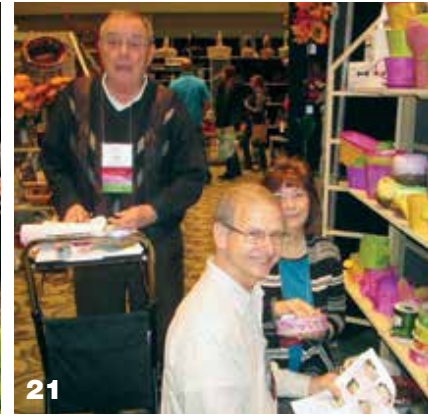
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24

- 12. Design contest chairman and master of ceremonies, Doug Bates AIFD, CF, Designs by Vogt's, Sturgis, MI.
- 13. Loann Burke AAF, AIFD, PFCI, Furst the Florist, Dayton, OH, helps out young designer, Delaney Burt, MHI Fund/Regency, East Lansing, MI, while her brother Brendan looks on.
- 14. Main stage designers Kevin Ylvisaker AIFD, CAFA, PFCI, Milwaukee, WI, representing Smithers-Oasis and Deborah De La Flor, AIFD, PFCI, Ft..Lauderdale, FL, sponsored by FTD.
- 15. BloomNet's Mark Nance and Kathy Petz AAF, CF, PFCI, from Teleflora.
- 16. Attending their first Expo are Adrienne Benson, AB Blooms, and Amber Kirkland, The Velvet Touch Events, both from Ann Arbor, MI.
- 17. Having fun on stage, Jacob Holland, CERP, Event Source, Cleveland, OH.
- 18. Design contest judge, Tonja VanderVeer, AIFD, CF, Designing Dreams, Grand Rapids, MI.

- 19. Jim Schmidt of Hyacinth House, Lansing, MI, teaching plant rental profitability.
- 20. Banquet attendees flocked to the stage to raise money for the Michigan Floral Foundation. Over \$1,200 was donated.
- 21. Jim Wilson, Norman Smith Enterprises, Paulsboro, NJ, helps shoppers Renee, CF, and Richard Zuchnik CF, Country Garden Flowers, Bay City, MI.
- 22. Angela Christie CF, Boyne Ave. Greenhouse and Florist Shop, Boyne City, MI, and Karen Bates, Flowers by Vogt's, Sturgis, MI..
- 23. ILEA president, Lotoya Vongrenchin, V Agency, Detroit, MI, left, and florist Lexie Younger, One Enchanted Evening, White Lake, MI.
- 24. The dynamic duo, Jerome Raska AAF, AIFD, CAFA, CF, PFCI, and Robbin Yelverton, AAF, AIFD, CAFA, CF, PFCI, Blumz...by JRDesigns, Detroit/Ferndale, MI.

2018GLFEEREVIEW

2018 MFA Design Contest Winners

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MFA Designer of the Year
Lisa VanderMeer
Ludema's Floral, Grand Rapids, MI



Academy Winner
Tonja VanderVeen AIFD, CF
Designing Dreams, Grand Rapids, MI



Chuck Bannow Award
Lisa VanderMeer
Ludema's Floral, Grand Rapids, MI



1st Place
Professional Division
Theme 1: Life's Reflections
1st Place: Kate Holton CF
Kennedy's Flowers, Grand Rapids, MI
2nd Place: Jean Teune
Eastern Floral, Grand Rapids, MI
3rd Place: Marie Cornell
Margaret's Garden, Grand Hotel,
Mackinac Island, MI



1st Place
Professional Division
Theme 2: European Inspiration
1st Place: Lisa VanderMeer
Ludema's Floral, Grand Rapids, MI
2nd Place: Kate Holton CF
Kennedy's Flowers, Grand Rapids, MI
3rd Place: Edward Smith,
Country Lane Flowers, Howell, MI



1st Place
Professional Division
Theme 3: Holder for Wedding Cards
1st Place: Stefanie Rutherford CF
Lilies of the Alley, Traverse City, MI
2nd Place: Angela Christie CF
Boyne Avenue Greenhouse,
Boyne City, MI
3rd Place: Marie Cornell
Margaret's Garden, Grand Hotel,
Mackinac Island, MI

2018GLFEEREVIEW

1st Place



College/Novice Division

Theme: Quinceanera

- 1st Place:** Hailley McDonnall CF
Beautiful Blooms by Jen, Sylvania, OH
2nd Place: Carly Stephens
Jackson Area Career Center
3rd Place: Morgan Foster
Jackson Area Career Center

Expo Best of Show Booth

Details Flowers received the Best of Show trade fair award at this year's Great Lakes Floral and Event Expo.



1st Place



High School Division

- 1st Place:** Hannah Hammond
Alanson Public Schools, Alanson, MI
2nd Place: Shannyn Leigh Carter
Genesee Career Institute, Flint, MI
3rd Place: Haley Pemberton
Alanson Public Schools, Alanson, MI



People's Choice Award

Angela Christie CF
Boyne Avenue Greenhouse, Boyne City, MI

The Michigan Floral Foundation will honor **Alice Waterous** AIFD, CF, CFD, PFCI Wednesday, October 10, 2018 At the Hall of Fame Dinner Goei Center, Grand Rapids, Michigan



Alice Waterous is a person of many talents: retail shop owner, event designer, floral wholesaler staff designer, freelance and program designer. As a member of AIFD and PFCI and a Certified Florist, she believes education is an ongoing process. During her 47 years in the industry, she has been a main stage presenter for AIFD National Symposium, president of North Central Regional Chapter of AIFD, on the AIFD membership committee and president of the Michigan Floral Association in addition to serving on several MFA committees. She is also on the Board of the Michigan Floral Foundation. Her specialty design and consultant company, Alice Waterous

Floral Consultant LLC/Alice's Christmas Elves serves commercial, municipal and private clients. Her design work has appeared in *The Professional Florist*, *Flora*, *The Canadian Florist* and *Grand Rapids* magazine. Freelance work has taken her throughout the country to work on large events and to numerous wholesalers to teach and present open house design programs. Enthusiastic about the industry, she enjoys networking with fellow florists and is dedicated to encouraging the use of floral products as part of everyone's lifestyle.

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.



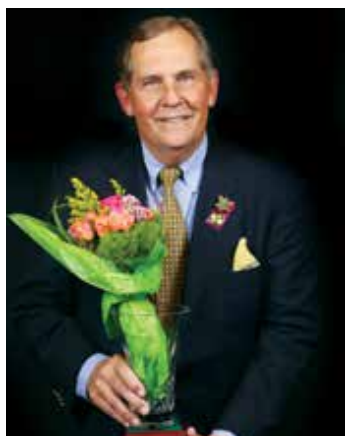
MichiganFloral
FOUNDATION

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.

2018GLFEEREVIEW

2018 MFA Industry Award Winners



Lifetime Achievement
Mark Nance AAF, president
BloomNet, Jacksonville, Florida



Retailer of the Year
Vogt's Flowers & Gifts
Flint, Michigan



Wholesaler of the Year
Norman Smith Enterprises
Paulsboro, New Jersey



Wholesale Employee of the Year
Scott Slimmen
Nordlie, a Kennicott Company
Grandville, Michigan



Retail Employee of the Year
Colleen Barnhart
Beautiful Blooms by Jen
Sylvania, Ohio



MFA Past President's Floriology Institute Scholarship Winner
Jackie Burrell AIFD, CF
Flowers from the Sky's the Limit
Petoskey, Michigan



Young Person of the Year
Samantha Belonga CF
St. Ignace in Bloom
St. Ignace, Michigan



National Service Award
Mark Anderson
FloristWare
Toronto, Ontario, Canada



Special Recognition Award
Ryan Freeman
Strider SEO, Florist 2.0,
Canadian Florist
Woodbridge, Ontario, Canada

2018 GLFEERVIEW

2018 GLFEE Committee Chairs

MFA thanks the Great Lakes Floral Expo Committee Chairs and all the volunteers who make the Expo a success.



CHAIR

Marisa Rakowski, CF
Freelance Designer, Middleville, MI



VICE CHAIR

Kiersten Schulte
Eastern Floral & Gifts, Grand Rapids, MI



IMMEDIATE PAST CHAIR

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

AIFD SHOWCASE

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



APPRECIATION BOUQUETS

Jason Rudicil
Eastern Floral & Gifts, Grand Rapids, MI



BANQUET DECORATIONS

Kate Walski
307 Events



BUSINESS SESSIONS

Kiersten Schulte
Eastern Floral & Gifts, Grand Rapids, MI



CF SHOWCASE

Ariel Ingram CF
June's Floral Company, Mt Morris, MI



CF BOOTH

Laura Parker, AIFD, CF, MBA
Fresh Start Floral Consulting, Holly, MI



CONFERENCE DECOR

Allison Ludema
Ludema's Floral and Garden Center, Grand Rapids, MI



CORSAGE BAR

Lori Haveman
Kennedy's Flowers, Grand Rapids, MI



DESIGN CONTEST

Doug Bates, AIFD, CF
Designs by Vogt's, Sturgis, MI



DESIGNER LIAISON

Waineta Bovan CF and Ariel Ingram CF
June's Floral Company, Mt Morris, MI



HANDS-ON WORKSHOPS

Dave Pinchock, CF
Vogt's Flowers, Flint, MI



FRIDAY NIGHT MIXER

James Lutke
Freelance Designer, Spring Lake, MI



KIDS IN HOME AND GARDEN SHOW

Tom Feeny and Glenn Powell
Greenville Floral, Greenville, MI



MFA BOOTH

Robert Friese, AIFD
Nature's Creative Edge, Fruitport, MI



NEW MEMBER ORIENTATION

Teresa Cytlak
Ridgeway Floral, Three Rivers, MI



RAFFLE

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



REGISTRATION DESK

Bob Patterson CF
Patterson's Flowers, Big Rapids, MI



RETAIL STORE

Tonja VanderVeen AIFD, CF
Designing Dreams, Grand Rapids, MI



Tom Feeny and Glenn Powell

Greenville Floral, Greenville, MI



PROCUREMENT

Tom Figueroa AIFD, CF
Nordlie Inc, a Kennicott Company, Warren, MI

Mark Jenkins

Mayesh Wholesale, Romulus, MI

Courtney Hill

Kennicott Brothers, Walker, MI



STAGING/FLOREAL GALLERY

Ronald Thompson
Lane Street Blooms, Blissfield, MI



STAGING SHOW MANAGER

Garrett Skupinski CF
Floral Today, Shrewbury, MO



VOLUNTEERS

Lea Kuklinski, CF
Fruit Basket Flowerland, Comstock Park, MI



Colleen Siembor

Cardwell Florist, Livonia, MI



WORKROOM

Jackie Burrell, AIFD, CF
Flowers from Sky's the Limit, Petoskey, MI



Debbie Patterson

Patterson's Flowers, Big Rapids, MI

With Appreciation

HANDS-ON WORKSHOPS

Libbie Conley, CF,
Vogt's Flowers, Flint, MI

James Lutke,

Freelance, Spring Lake, MI

RETAIL STORE

Carrie Johnson,
Freelance Designer, Grand Rapids, MI

Lisa Farquart,

Emerald City, Farmington Hills, MI

STAGING

Arlon Slagh CF, Retired, Holland, MI

2018GLFEEREVIEW

In Appreciation

The Great Lakes Floral & Event Expo would not be possible without the exhibitors, product donors, and volunteers who make the show a success. Please support these companies whenever possible. If your company would like to participate in the 2019 Expo, March 1-3, visit www.michiganfloral.org or email Rod Crittenden at rod@michiganfloral.org.

Thank You Expo Exhibitors!

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***Diamond Line Containers**
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***DWF-Flint**
www.dwfwholesale.com

Event Source
www.eventsource.net

Evolv Health
www.spreadinghope.myevolv.com

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www.floracraft.com

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www.ftdi.com

FloristWare
www.floristware.com

***Flower Shop Network**
www.flowershopnetwork.com

gotFlowers?
www.gotflowers.com

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www.hyacinthhouseflowers.com

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www.mainsimporting.com

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www.mhifund.org

Multi Packaging Solutions
www.jhc.com

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***Rokay Floral**
www.rokayfloral.com

***Smithers-Oasis**
www.oasisfloral.com

***Society of American Florists**
www.safnow.org

***Syndicate Sales**
www.syndicatesales.com

***Teleflora/eFlorist**
www.myteleflora.com

Thank you to the Expo Volunteers!

The MFA would like to extend a special Thank You to the many volunteers who worked to make this year's Expo a great success. We couldn't do it without your hard work and dedication. ✿

Thank You 2018 GLFEE Session Sponsors



2018GLFEEREVIEW

Exhibitor Sponsors Gold Level



Bronze Level



A Special Thank You to the 2018 GLFEE Product Donors.

100% of the cut flowers, plants and hard goods used at the GLFEE are donated!

THANK YOU to these fine companies for their help and support!



Vacuum Orna-Metal



Hyacinth House



G. Christians & Sons



AIFD Symposium Set for June 30-July 4

Floral designers will “Discover” how to innovate, inspire, and impact their floral design knowledge and business at the American Institute of Floral Designers National Symposium “Discover” in Washington D.C., June 30 - July 4.

The five-day event provides opportunities for education, networking, food and fun. The schedule includes not only main stage programs and nine hands-on workshops but also the newly added creative and business sessions. Some sessions will be offered in Spanish.

A special event this year will be the FTD America’s Cup Finals, where the United States representative to the 2019 FTD-Interflora-Fleurop World Cup Design Competition will be chosen.

Among the presentations on the main stage are a runway bridal show, a look at the flower shop of the future, an international panel of floral artists, trends, and event decor.

“Discover is all about connecting and engaging the entire

floral industry. Retail florists, mass market floral retailers, wedding and event florists and farmer florists will all gain valuable experience from attending the 2018 Symposium. This is the first time the AIFD Symposium features dedicated educational opportunities that serve such a diverse cross section of our industry” exclaimed Susie Kostick AIFD, CFD, CF, PFCI, Symposium coordinator

Designers endeavoring to achieve AIFD’s Certified Floral Designer (CFD®) designation and ultimately an invitation to become an accredited member of AIFD, will participate in the AIFD Professional Floral Design Evaluation (PFDE) on Thursday, June 28.

More information on sessions and workshops can be found in the interactive online brochure at <http://www.aifd.org/symposium2018/>. ✿

DESIGNERSPOTLIGHT

No Cookie Cutter Events

BY LISA VANDERMEER

LUDEMA'S FLORAL, GRAND RAPIDS, MI
2018 MFA DESIGNER OF THE YEAR

So often we think about weddings when we hear the word “event” but many of us also have corporate clients who are planning events they want to be just as special as do our wedding clients. We need to make sure we are giving every event the time it deserves. During the meeting with your client find out what feeling they want their guests to have when entering the event and where they are willing to spend their carefully budgeted money. I created this look with that thought in mind. It has multiple price points with the three different style arrangements that can be used together to make a statement or can stand alone as well. The two taller vases and smaller compote bring in some interesting patterns and textures, while the yellow Craspedia and Aqua Melon Gerberas add a pop of color. Blue Delphinium, Eryngium and white Hydrangeas pick up the color of the containers. Bear grass loops also add interest to the design. Being able to offer fun containers at rental prices is also a way to make the most of the event’s budget. In the end we want to be able to give our clients something special and not just your average cookie cutter floral decor. ✿

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Dayton, OH; Tampa, FL*



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CFREPORT



Design Style

BY CINDY CHING, AIFD, CF

Biedermeier Style Bridal Bouquet



Design by Katherine Holton CF, Kennedy's Flowers and Gifts, Grand Rapids, MI, GLFEE 2018.

Construction of ringed Biedermeier bouquets begins on the outer row and ends in the center. Each ring typically consists of only one variety or type of material and each ring is different. Pictured here is a modern version of Biedermeier. The first or outside ring of green hypericum is strung on a strong wire with rolled leaves to add interest. Fragrant freesia makes up the next ring. The last ring consists of green button pompons which repeats the green from the outside to the middle of the bouquet. A bromeliad in the center can serve as a keepsake for the bride. To add more interest and depth lily grass is looped around in this wonderful modern interpretation of a Biedermeier bouquet. ✿

Next CF Testing Date:

June 10, 2018 at MFA, Haslett, Michigan

Next Steps to Certification Class:

June 6, 2018 at MFA, Haslett, Michigan

Looking forward to seeing you at one of these!

Congratulations to our New Certified Florists!



Inducted at the 2018 Great Lakes Floral & Event Expo were, from left: Samantha Belonga CF, St. Ignace in Bloom, St. Ignace, MI; Hailley McDonnell CF, Beautiful Blooms by Jen, Sylvania, OH; Stefanie Rutherford CF, Lilies of the Alley, Traverse City, MI, and Katherine Holton CF, Kennedy's Flowers and Gifts, Grand Rapids, MI. Not pictured: Jessica LePage CF, Marquette, MI. ✿





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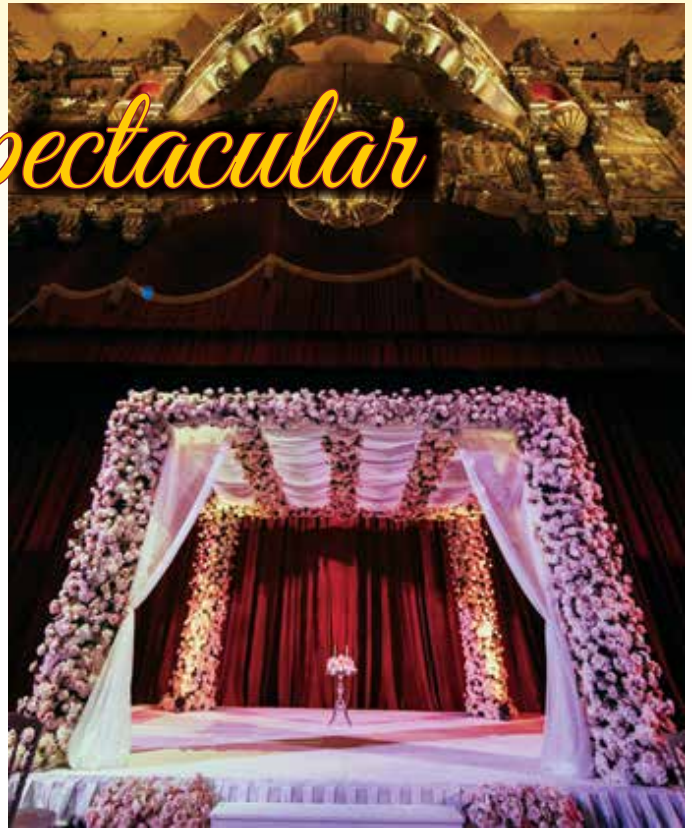
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How to Create a Wedding Spectacular

Last year Emerald City Designs, The Special Events Group, planned and executed a spectacular wedding ceremony and reception at the Fox Theatre in Detroit. A custom platform was installed overtop the theatre seats to allow guests to dine and dance in the iconic theatre as the main stage was not large enough to accommodate the 350 guests. It took the group three days to install this extravagant wedding which included the floral chuppah, 30 guest tables, a sweetheart table for the bride and groom and staging for the 14 piece band. 🌸

Information for this story provided by Ann Owens, senior event manager, Emerald City Designs.



The custom made chuppah was created with 4,200 flowers and 60 bunches of greens. The flower selection included 2,400 white hydrangeas, 900 champagne roses, and 900 blush roses with greens throughout. It was accented with ivory fabric on the top and sides.



The bride and groom's sweetheart table chairs had floral garlands which included peonies, hydrangeas, and roses tied with a white satin ribbon to the chair backs. Ceremony chairs featured peonies, hydrangeas and roses tied with a white satin sash. One of the guest table centerpiece designs consisted of 54 white hydrangeas, 85 champagne roses, 55 blush roses, 28 ivory roses, and 26 white Majolica spray roses for a grand total of 248 floral blossoms.





Hiawatha's Shelton, Washington facility

Hiawatha Evergreens Celebrates 80th Birthday



BY KIM TOZIER, HIAWATHA EVERGREENS, SHELTON, WASHINGTON

So much has changed since 1938. The average home sold for \$3,900, wages averaged \$1,730 per year, the price for a new car was around \$763 and gas was only .10 per gallon.

Oil was discovered in Saudi Arabia, the ballpoint pen was first introduced and a new synthetic yarn known as nylon was initially used to produce toothbrushes.

During the same year, a local supplier of fresh evergreen brush known as Northwest Evergreens first opened its doors among the lush forests of Shelton, Washington. Today, this "Mighty Oak grown from a little acorn" is known as Hiawatha Evergreens.

In the beginning, the owner was W.C.P. Allen who built the original plant in 1938. L.G. Shelver acquired the company in 1947. Larry Stevens, who began working for Northwest Evergreens as a young man, partnered with Richard Pasalich in 1973 to purchase the company from Shelver. Stevens remains an owner today along with Pasalich, who is also company president.

Subsequent to the partnership merge, operations diversified in the mid-seventies and Hiawatha began producing decorative Christmas greens and designer products, followed by supplying dried products, such as moss and pine cones. A new line of products in biodegradable containers with all-natural accents has been added and the company is now MPS-ABC certified; an eco-friendly standard recognized worldwide.

Collectively with growth comes employment. In 1982 Hiawatha expanded, employing about 120 workers during Christmas production season with twenty five year-around employees. Business significantly grew to where the company was eventually hiring around seven to eight hundred employees to produce and ship enough greenery to supply all their customers. This once-a-year harvest, processing and shipping marathon all happens in a three month period beginning October and ending in December.

The Hiawatha Corporation (DBA Hiawatha Evergreens) is an international distributor whose customer base consists of wholesale

florists, grocery chains, mass market retailers, garden centers and the craft industry. The company has progressed from its Shelton location to include other business locations in Washington and Oregon.

Transitioning for what lies ahead is much like the Boy Scout motto, "Be prepared."

E-commerce is becoming the new wave of doing business as brick and mortar slowly begins to crumble and the demand for online shopping escalates.

Hiawatha experienced a significant increase in their drop ship business in 2017 and foresees the continual expansion in the years ahead. Online sales entail a different production and shipping process; therefore it comes with a host of new challenges. The company is committed to making adjustments and improvements to guarantee quality and on time deliveries to preserve the trusted Hiawatha Evergreens brand.

When all's said and done, Hiawatha Evergreens has much to celebrate on its eightieth birthday. ✿

World Floral Expo

BY BARBARA GILBERT, EDITOR

Flower growers from all around the world gathered in suburban Chicago in March for the World Floral Expo. Product from the United States, Kenya, Israel, the Netherlands, Colombia, and Ecuador was on display. Distributors and importers were also on hand promoting their services. Over 60 booths were visited by designers, wholesalers, retailers, interiorscapers, and supermarket buyers among others.

The educational program included several sessions by J Schwanke AAF, AIFD, PFCI, on flower trends and promoting flowers on social media and two presentations from a Dutch flower design team which covered wedding, funeral, seasonal, and holiday designs. 🌸



Display of Israeli flowers from Shlomo Danieli, Alon Hagalill.



Alexandra Farms representatives, Teresa Schafer, Miami, Florida, left and Marie Venegas, Bogota, Colombia.



Jim Richards, Floral Express, Bensenville, Illinois, visits with Paige Kennicott Jacques and Penny Kennicott at the Kennicott Kuts booth.





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<p>Second Place: 1,000 stems of Garden Roses (includes freight) or \$1,000.00</p>	<p>Readers' Choice Award: Prize TBD</p>	<p>Winners announced in Florists' Review's September issue!</p>

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MEMBERPROFILE

When You Want to Throw a Party...

BY BARBARA GILBERT, EDITOR

It's party time all the time at ETR in East Lansing, Michigan.

The event and party rental company, previously known as Events to Rent, is owned by Scott Awad AIFD, CAFA, CF, and his partner, Andrew Maglio. They purchased the business in 2005 and are the third owners.

Describing their division of labor, Scott explained he primarily takes care of planning the events and designing while Andrew, who has worked in landscape design and sales, handles most of the tent event sales, coordination and execution. As they are a small company, everyone gets involved with every aspect of the business from time to time. While Scott does 99 percent of the designing, he has recently trained the store supervisor to help with the basics and will also bring in freelance designers at times.

Going over his history in the industry, Scott noted he began in the floral industry at Floral Impressions with

John Hosek AIFD, CAFA, CF, PFCI, before starting his own design firm, Design Essentials, in the late 80s. He started making deliveries for John, but quickly learned to make corsages and boutonnieres, and went from there. "I never knew I had any design talent in me but discovered the art of floral design and it has become my passion."

As a party rental company first and foremost, the firm has done many large events. Each year they are contracted to provide rentals and floral décor for the Michigan State University Federal Credit Union annual all employee event which is attended by about 1,300 guests. On January 1, 2015, they were hired to provide linens and floral designs for Governor Rick Snyder's 2015 inauguration which hosted 1,500 guests.



King Willem-Alexander giving a speech during his visit.

Scott noted, "The Governor's Mansion has been a long time client of ours and we have dealt with several event coordinators over the years and have a wonderful relationship. However, we never take any situation for granted and work very hard to maintain those relationships."

When King Willem-Alexander and Queen Maxima of the Netherlands made their first royal visit to Michi-



A backyard 50th anniversary celebration complete with crystal chandeliers and a carpeted tent.

gan, ETR Party Rental provided rentals, which ranged from bleachers and red carpet at the airport, to linens, chairs and several floral designs for receptions and the luncheon event. All of this took place at the Fredrick Meijer Gardens in Grand Rapids.

The King and the Queen planted a tree in the garden and were entertained in the amphitheater. Scott, along with his team, had to coordinate and provided several unique items in order to keep a separation between the royal family and the general public.

"We specialize in corporate events and weddings. As a one stop shop, we have an extensive party rental line along with the design side, which allows us to provide all aspects of decor and flower designs without having to sub rent or involve other vendors.

Although we do not do food, we can certainly recommend quality caterers as well as other event vendors such as bakers, photographers, etc."

Tents, in fact, are the most profitable items. They have over 45 tents ranging from 10' x 10' up to 40' x 140'. It takes six to eight people to put up the larger of the tents. Equipment such as tables, tents, chairs, linens, glassware, carpeting, candles, etc., are stored in a 6,000 square foot building. There are also several other sites including a 1,000 square



MSUFCU annual all employee event on the arena floor at the MSU Breslin Student Event Center.

MEMBERPROFILE

foot design studio. “We are looking for a warehouse in East Lansing to operate our party rentals out of. We have outgrown our space and need to expand in order to continue to grow.” Scott commented.

How do you begin planning a big event? Scott observed, “Event consultation is much like wedding consultation. We go over their dreams, designs, and budget. We can plan an event fairly quickly.”

For example, they continually are asked to put together events for up to 100 or so guests in a matter of days. Typically larger events take a little more time with the proper planning. In today’s climate, many clients are procrastinators and Scott and Andrew take it in stride.

“Every June we do several graduation events each weekend for as many as 300 guests along with weddings for upwards of 700. June is a very hectic month for us around here, About 25 percent of our annual sales are done in June. Recently we were contracted to handle the wedding for Michigan State University Football Coach Mark Dantonio’s daughter in June of 2019. We feel blessed to have built such a wonderful reputation in our community. At the bride’s request, we are going to stay away from the predictable green and white for this event.

“We have done parties everywhere from backyards to large venues. For example, we are doing a “Barn meets India” theme wedding for over 300 guests this Memorial Day weekend. The bride wanted the event in a barn, which the mother did not, but also wants to reflect the couple’s travels to India. So we have purchased many new items which include dozens of new burlap tablecloths, hundreds of yards of burlap fabric to make draping and actual barn wood to create panels to line the walls of the venue. All of these items will be added to our inventory. Over the 13 years we have owned this company we have added tens of thousands of dollars in new rental equipment. At this time we have nearly three quarters of a million dollars wrapped up in equipment.”

Interestingly, they consider themselves a small firm where all wear many hats. There are Scott and Andrew who handle client appointments and design consultations in addition to the duties discussed above. Store supervisor Tammy Rosekrans does everything from answering the phone to overseeing rentals of all food service pieces to pulling and packing 99 percent of the rental orders. Scott’s mother, Sheila Awad, who drives from Saginaw two or three days a week, handles all the linen maintenance.

There is a fluctuating staff of 5-10 on the delivery and set up crew depending on the time of year. There is a lull after the Christmas/New Year’s party season. After March things begin to take off and the tent season starts in late April into May and goes through November.

ETR’s primary online presence comes from their website. Clients can see pictures and descriptions as well as pricing of



ETR showroom in East Lansing, just off the campus of Michigan State University.

all items. The gallery page show events they have done. They are also on Facebook and Instagram. Facebook allows them to showcase their work and list all the services they provide.

When asked about how the company is doing in relation to the economy, Scott explained, “Being that we are primarily a party rental business we do well in a less than perfect economy. When money is tight, many clients opt to have their wedding or event at home rather than in a banquet center, hall or private club.

“By doing this they need to rent tents, tables, chairs, linens, food service items, etc. in order to keep their costs down. Now that things are going well our clients are loosening their purse strings and splurging more on their weddings and events. Since we have been in business for nearly 30 years, our reputation helps us get and retain our clients. Last year we had amazing wedding season with our weddings averaging at \$4,500 each. This year we are on track to have our average wedding at \$6,000. This includes a combination of party rentals and flower design services for which we feel very blessed.

“After being in the industry for many years, my favorite part is getting the reaction from the client on a successful wedding or event. The smiles and praise we receive keep me plugging away.”

Scott commented on the ongoing relationship with the Michigan Floral Association. “We have been a member of MFA for what must be at least 30 years now. I am an MFA Certified Florist, have served on the convention committee in several positions as well as the chair one time. I was awarded Young Person of The Year so many years ago I can’t even remember when. I love our association and the work Rod and board do to better our industry and just adore (and would do anything I could for) Cindy our executive assistant! 🌸

2018 WUMFA REVIEW

WUMFA Convention Recap

BY LORIANN LIST, AIFD, WANTA'S FLORAL & GIFT, CLINTONVILLE, WI

Finding the Green, WUMFA's 2018 convention at Chula Vista Resort in the Wisconsin Dells kicked off with an all day hand-on session instructed by Pam Borgardt, sponsored by the Wisconsin Florist Foundation. "A Perfect Union... Greens and More 'Green'" gave attendees a chance to stretch their skills in basing containers, foliage manipulation and using greenery for better impact.

Derrick Myers CPA, CFP, PFCI, started business seminars with an enthusiastic approach to saving more green. The well attended "Hidden Treasure: Finding the Gold in Your Business" was sponsored by Crocket Myers & Associates. While florists are notorious for loathing numbers, Derrick stressed making short and long term goals, controlling costs and managing markups.

Carolyn Minutillo AIFD, EMC, sponsored by Lavender Hill Floral presented "Expand Your Sales By Branding Your Designs". She inspires her customers to buy using various means of print and social media and showed how to use simple apps and sites to create a consistent brand message that better conveys a shop's brand personality.

"Head to Toe: Reimagined Personal Flowers for Today's Special Occasions" by Loann Burke AAF, AIFD, PCFI, was sponsored by Smithers-Oasis. Loann made use of Oasis' wire in a wide variety of designs and armatures for the head, neck, hand, arm, waist and ankle. She also made use of purses, hats and other wearables.

WUMFA 2018 Best of Show Booth

Karthaus & Sons Paul Grulke, Christine Worgull and Mark Cole pose in their Best of Show booth at the WUMFA trade show.



Jenny Thomasson AIFD, EMC, PFCI, led attendees creating European style bouquets using basket weaving techniques in "Out of the Box Bouquets" sponsored by Teleflora.

"Recipe for Marketing Success" by Ryan Freeman offered opportunities for more effective marketing of websites. He stressed the importance of reviews in the consumer's decision and how to manage negative comments. His program was sponsored by Strider Search Marketing.

Attendees got to soak in a trade fair filled with amazing products and catch up with their suppliers at the evening Hall of Fame dinner and awards banquet. The evening was topped off with the annual Chopped competition won by Jennifer Denis. *Editor's note: See award and design contest winners on page 24.*

The final day opened up with Loann's hands-on class creating and working on a floral and wire necklace, corsage and boutonniere. The class was sponsored by Smithers-Oasis.

Lisa Belisle AIFD, ICPF, presented "A Sustainable Floral Career" explaining how to overcome fatigue and stress of long hours in the floral business. Her program was sponsored by Flora Elements.

On the final day Jenny's "European Wedding Style" was sponsored by Teleflora. Her unique style and wire work was evident in her creations and inspirations. The program featured clever tricks she's picked up in her travels. Intricate and delicate to massive pieces covered the stage.

Derrick returned with the help of the "Professor" to entertain and educate attendees with "Eventology: The Science of Profitable Events", sponsored by Crockett Myers & Associates. Derrick drilled through the numbers florists deal with when planning events, not forgetting to charge for all the components.

The WUMFA annual meeting and luncheon recognized returning and retiring board members. Wisconsin Florist Foundation explained how funds help grow WUMFA and the floral industry.



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Executive Assistant: Cindy S. Ching, AIFD, CF, Haslett, MI

Deborah De Le Flor AIFD, PFCI, sponsored by FTD, closed out the day with "Weddings with Personality". Her designs like her personality are filled with energy.

Attendees hauled home buckets and boxes of treasures from the auction and annual raffle along with new ideas to explore. Raffle donations will be used to fund scholarships. Ideas will be used to further green the industry. ✿

WUMFA News

Blooming of Beloit, Beloit, Wisconsin, has been sold to Star Valley Flowers of Soldiers Grove, Wisconsin. The new owner, a grower of flowering, fruiting and decorative branches, will market all products under the Star Valley Flowers logo.

Blooming of Beloit was established 22 years ago in Rock County Wisconsin on a 100 acres of land by Shlomo Danieli who will still be importing Israeli product under the Alon Hagalil name.

Blooming of Beloit product includes ilex, winterberry, bittersweet, crabapples, aronia, spirea, lilacs and dogwood.

WUMFA EDUCATION

WUMFA WORKSHOP Out of the Box Every Day!

Instructor: Lisa Belisle AIFD, ICPF

Price: \$35.00 Member \$55.00 Non-Member

Are you looking for a few great ideas to give your website designs flair and a contemporary edge? Buyers are looking for unique and different, but this is difficult to translate into a picture most of the time. Spend an evening with Lisa who will demonstrate unique arrangements that you can use on your website or in-store to catch the attention of customers showing them you are on the cutting edge. We will also discuss website verbiage and photography skills to capture sales. This class will be hands-on so be prepared to step outside the traditional box and use everyday items that might otherwise have been tossed. **Bring your own tools: knife, pruners, scissors, wire cutters, and needle nose or jewelry pliers.**

DATES AND LOCATIONS:

Tuesday, July 17: Bill Doran Company, 1739 W. St. Paul Ave., Milwaukee, WI

Wednesday, July 18: Bill Doran Company, 1255 Bellevue St., Green Bay, WI

Tuesday, July 24: Bill Doran Company, 4710 Pflaum Rd., Madison, WI

Wednesday, July 25: Chippewa Valley Technical College, 4000 Campus Rd., Eau Claire, WI

Time: 6:00 p.m. to 8:00 p.m.

Sign Up Early. Limited Space Available

VOLUNTEER COORDINATOR

Amy Sharkey CF

Sharkey's Floral & Greenhouse, Crivitz, WI

WORKROOM

Lisa Belisle AIFD, ICPF

Flora Elements, La Grange Park, IL

WORKROOM HELP

Susan Soczka, Joe Whitehouse

Charles the Florist of Appleton, Appleton, WI

HELPER

Margo Lipeck

Flora Elements, La Grange, IL

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616 E. Main Street, Watertown, WI 53094

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Sandy Obremski

3763 County Road C, Mosinee, WI 54455

Phone: (715) 693-8800

www.flowersofthefield.us

Flowers by JoAnn

JoAnn Simons

1623 Kettle Cove Ct., Hartland, WI 53029

Phone: (920) 948-1243

Victoria's Garden LLC

Susan Wallitsch

506 Springdale St., Mount Horeb, WI 53572

Phone: (608) 437-3114

www.victoriagardenflowers.com

Bloomin' Olive

Kim Meisinger

1404 12th Avenue, Grafton, WI 53024

Phone: (262) 387-1404

www.bloominolive.com

Email: Bloominolive@sbcglobal.net

Country Girl Floral & Gift

Marlene Korf

411 W. Meadows Drive, Freeport, IL 61032

Phone: (815) 938-2255

www.countrygirlfreeport.com

2018 WUMFA Committee Chairs

WUMFA would like to thank the Convention Committee Chairs and all the volunteers who made this weekend possible.

CHAIR

Kurt Jorgenson

Grande Flowers, Shorewood, WI

VICE CHAIR

Rhonda Deaver

Snapdragon Flowers of Elm Grove,

Elm Grove, WI

APPRECIATION BOUQUETS

Lisa Belisle AIFD, ICPF

Flora Elements, La Grange Park, IL

AUCTION

Judith Moehr

Fox Brothers Floral, Hartland, WI

BANQUET AND CONVENTION DECOR

Missi Blum

Wild Apples, Baraboo, WI

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Lisa Belisle AIFD, ICPF

Flora Elements, La Grange Park, IL

DESIGNER LIAISON

Denise Barnett

Snapdragon Flowers of Elm Grove,

Elm Grove, WI

HANDS-ON

Lisa Belisle, AIFD, ICPF

Flora Elements, La Grange, Park, IL

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Wear'Em Design, Elm Grove, WI

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2018 WUMFAREVIEW

2018 WUMFA Design Contest Winners



Academy Winner
Dee Otto
 DJ Custom, Wind Lake, WI

2018 Designer of the Year New Academy Member

Fawn Mueller, Inspired by Nature, Wausau, WI



Professional Division

Theme 1:

Sustainable Structures

1st Place: Judith Moehr
 Fox Brothers Floral,
 Hartland, WI

2nd Place: Jessica Haak
 Arbuckle Floral, Plymouth, WI

3rd Place: Fawn Mueller
 Inspired by Nature, Wausau, WI

Professional Division

Theme 2:

Re-Use Recycle Upcycle

1st Place: Fawn Mueller
 Inspired by Nature, Wausau, WI

2nd Place: Judith Moehr
 Fox Brothers Floral,
 Hartland, WI

3rd Place: Joan Foster
 Snapdragon Floral, Elm Grove, WI

2018 WUMFA Hall of Fame Award Winners



Retailer of the Year
 Wild Apples, Baraboo, WI



Wholesaler of the Year
 DWF Wholesale Florist, Milwaukee, WI



Special Services Award
 Kathryn Kae Nilsson
 Manitowish Waters, WI



National Service Award
 Bruce Ecker
 OASIS Floral Products, Kent, OH



Professional Division

Theme 3: Eco-conscious Bride

1st Place: Fawn Mueller
 Inspired by Nature, Wausau, WI

2nd Place: Jessica Haak
 Arbuckle Floral, Plymouth, WI

3rd Place: Joe Whitehouse
 Charles the Florist, Appleton, WI

College/Trade School Novice Division

Theme:

Garden Goddess Necklace

1st Place: Kimberly Nelson
 Gateway Technical College

2nd Place: Donovan Shanhan
 Gateway Technical College

3rd Place: Cory Ambrose
 Gateway Technical College



Grower of the Year
 Klein's Floral & Greenhouse
 Madison, WI



Young Person Award
 Matt Epper
 Bill Doran Company, Green Bay, WI



High School Division

Theme: Keeping it Clean and Green 3-3-3

1st Place: Rachel Shedal
 Mishicot High School

2nd Place: Molly Thorne
 Mishicot High School

3rd Place: Gianna Fisher
 Mishicot High School



1. Tanya LoMastro, left, Missi Blum and the team from Wild Apples, Baraboo, Wisconsin, created the beautiful convention decor.
2. Bob Patterson CF, Patterson's Flowers, Big Rapids, MI and WUMFA's Cindy Ching AIFD, CF, kept registration running smoothly.
3. From left, Jason Lenz, Len Bush Roses, Plymouth, MN; Lee Sorenson, Design Master Color Tool, Boulder, CO, and WUMFA President Denise Barnett, Snapdragon Floral, Elm Grove, WI.
4. Amy Sharkey, CF, CFD, Sharkey's Floral, Crivitz, WI with Mike Homyak, Reliant Ribbon, Patterson, NJ.
5. Table of WUMFA friends
6. Rod Crittenden, WUMFA executive director, and Seth Fochs, COO, Krueger Wholesale Florist, Rothschild, WI.

7. Carolyn Minutillo AIFD, EMC, Lavender Hill Floral, Jefferson, IN, talks with the ladies from Bank of Flowers after her show.
8. Susan Sozcka, Charles the Florist of Appleton, Appleton, WI, working on appreciation bouquets.
9. From left, Jen Denis and Matt Reep, Bill Doran Company, Green Bay, WI, chatting with Tami Gasch from Brilliant Blooms, Brillion, WI.
10. The ladies from Trigs Floral & Home, Maninocqua, WI, enjoying the trade show.
11. Rick Schwartz, freelance designer, West Bend, WI, and Shelly Farvour, House of Flowers, Oshkosh, WI.
12. Mark Cole from Karthaus & Sons, Germantown, WI working with Lori List, AIFD, of Wanta's Floral, Clintonville, WI.
13. Krissy Doyle, SAF, Alexandria, VA; Jason Lenz, Len Busch Roses, and Hina Ahmed, SAF.

2018WUMFAREVIEW

In Appreciation

The WUMFA annual convention would not be possible without the continued participation of these fine companies. Please support them.

Thank You 2018 Exhibitors!

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WUMFA Members Elect 2018 Officers

Members of the Wisconsin & Upper Michigan Florists Association have announced their 2018 board of directors.

Serving as president is Denise Barnett, Snapdragon Floral, Elm Grove, WI. President-elect is Lisa Belisle, AIFD, ICPF, Flora Elements, La Grange Park, IL. Assuming the post of past president is Patty Malloy, AIFD, CFD, freelance, Lake Hallie, WI, while Anthony Rojahn, Rojahn & Malaney, Milwaukee, WI, was reelected as treasurer. Diane Schulte, CF, WMFM, Metcalfe's Floral Studio, Madison, WI, was appointed to the office of secretary.

Director-at-large Susan Soczka, Charles the Florist of Appleton, Appleton, WI; Region 1 director Laurie Wareham, Wear'Em Designs, Elm Grove, WI; Region 3 director



Tom Bauer, Kennicott Brothers, Milwaukee, WI, and Region 5 director Jenifer Denis, Bill Doran Company, Green Bay, WI, were chosen to serve in 2018.

Melissa Maas, right, Bank of Flowers, Menomonee Falls, WI, received a plaque for her four years of service on the board from WUMFA President Denise Barnett.

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NEVILLE ON THE LEVEL

PARTY? DID SOMEONE SAY PARTY!?!

BY NEVILLE MACKAY, CAFA, PFCI, WFC, MY MOTHER'S BLOOMERS, HALIFAX, NOVA SCOTIA



Everyone loves a party, so long as they aren't the ones who have to make the food preparations, get the entertainment, secure a good venue (or, worse yet, clean the house and hide all the "personal things" you don't want smeared all over social media!), do the invitations, and arrange the flowers, all while trying to lose 15, no 20 pounds in a week so you can look fresh and comfortable with your life. David and I do not host parties...Ever.

We in the floral industry are the ones who are there to make any party more fabulous than ever! We have the power to dress up even the drabest church hall with beautiful blossoms, transform the local Lion's Club into a magical palace and deter the eyes away from the most heinous of ghastly carpets at the hotel with our floral beauty. (really, where do these places get those awful vomits they call carpets, anyway?)

Parties, conferences and, well, any events, are a great way for us to not only show off our skill as a designer but let us put it out there how great an investment it is to have flowers and décor at a "do", whether a simple gathering or a swanky soiree.

I've done floral work for some very large events where you see folks with walkie-talkies walking about as though they're holding a quarter in their arse cheeks and others that were so casual you wouldn't know who was the host or the help. I love those ones the best!

I remember one event where I had to sign a non-disclosure agreement

(they had a celebrity singer coming) and there were planners, décor and all sorts shipped in from all over the world. It was crazy. The flowers alone were in the tens of thousands of dollars. Things happen, though, and we must roll with them. Palm trees were needed to line the red carpet (a lot of them) and about two weeks before this event a hurricane flattened the farm down south ... whoops! We managed to get the six foot palms from here, there and everywhere so thank goodness no one had to walk a palmless carpet (the scandal!!).

After various celebrations at other venues, all ended up at a hotel ballroom that was completely transformed, even the chandeliers were removed. We did so many pieces for this event, and then came back at midnight so vessels could be emptied and re-packed for transport. Each piece was about \$200 and was used for a couple hours. Everything was perfect. Except for the nasty rain and wind. Oh, and the sewer backing up outside the hotel to greet leaving guests. Oh well...



"King" Neville hosting 1,200 attendees at a charity event for the Children's Wish Foundation.



Celebrating the biggest event in his life, his wedding, with his mum and husband David Macfarlane. Note the wearable floral decorations.

NEVILLE ON THE LEVEL

Reputations can be made or lost because of what we present. We are all as good as our last arrangement, so make sure you always put your best blossom forward. Take the time to scout out the venues you may be working with so when you meet with a client you'll know what they're talking about when they mention a staircase or window.

Surprises are best left for soap operas so to be prepared is to gain credibility from your clients. I know the names of the folks who manage many of the venues locally, so when a client asks "Have you worked at La-De-Da Hall?" you can calmly let them know that indeed you know Mrs. Ring-a-Ding who runs it!

It's not a bad idea to get to know the planners out there, too, as they often have specifics they like and dislike. I know one who absolutely hates the color pink, and if you even mention using petals on the tables she will go into convulsions.

Another loves to hear himself talk, so I know to just sit, nod and look impressed. You'll get to know all the quirks, likes and dislikes, as well as their demands, eventually. Remember that we are not "just the florist". We are the EXPERT, so advise and suggest as you know best.

Events are like people's babies; everyone's is THE most important! I know from experience that some take a lot more time and energy to create the same look as others do, depending on the level of stress the client has around your throat, so be sure to be able to adjust, or at least learn to count to ten.

Look, whether you're just starting to work on events (good luck!) or have been doing this long enough to have grown a thick skin, every day offers both rewards and challenges.

This is all as easy as A B C, so don't get too wound up:

- A) Your reputation as a designer is sitting on every table and in every hall you decorate so sell what you know.
- B) Don't be afraid to charge for all that talent and beauty.

C) Never apologize for your prices.
Inspire people to share LOVE through the beauty of flowers with every breath you take. ✿

Neville MacKay, CAFA, PFCI, WFC, lives in Halifax, Nova Scotia, Canada. He is on the Smithers Oasis (North

America) design and education team, speaks and designs internationally, appears regularly on TV and radio, and hosts tours to the UK. Neville has designed for many heads of state and celebrities. He opened his floral shop, My Mother's Bloomers, in 1992, info@my mothers bloomers.com.



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Instructor: Cindy Ching AIFD, CF

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Includes all flowers/supplies. Lunch included in registration. Class enrollment limited to 12. You must bring your own tools (knife, pruner, scissors and wire cutter).

Introduction to Basic Floral Design

One Week Course

Monday thru Friday

August 6, 2018 - August 10, 2018

9:00 a.m. to 5:00 p.m.

Instructor: Cindy Ching AIFD, CF

Member \$1000 • Non-Member \$1250

Includes all flowers and supplies. Lunch on your own. Limited enrollment of eight ensures each student receives personal attention.

Bring your own tools (pruner, scissors, wire cutter). A floral knife will be provided.

Intermediate Floral Design One Week Course

Monday thru Friday

September 10 - September 14, 2018

9:00 a.m. to 5:00 p.m.

Instructor: Cindy Ching AIFD, CF

Member \$1250 • Non-Member \$1500

Includes all flowers and supplies. Lunch on your own.

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual. Limited course enrollment of eight ensures each student receives personal attention.

Bring your own tools (pruner, scissors, wire cutter). A floral knife will be provided.

Go to www.michiganfloral.org for complete course information. Download registration forms, register on line call Cindy (517) 575-0110

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MFA Scholarship Committee Seeks

Donations for the 2019 Raffle: 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).

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