



Volume I 2018

**MFA 2018
Great Lakes
Floral & Event
Expo 'Floristry an
everyday event'**

**WUMFA 2018
Convention
'Finding
the Green'**

Design Tip

**MFF Hall of Fame
Recipient Named**

the professional florist



MFA's 2018 Great Lakes Floral & Event Expo

March 2-4

DeVos Place, Grand Rapids, MI
See Page 5



2018 WUMFA Annual Convention

April 6-8

Chula Vista Resort, Wisconsin Dells, WI
See Page 20



FINDING THE GREEN
WUMFA 2018

DIAMOND AWARD
WINNING PUBLICATION





Join Us at the All New Great Lakes Floral & Event Expo March 2 - 4, 2018

Amway Grand Plaza Hotel / DeVos Place / Grand Rapids, MI

▶ **9 MAIN STAGE DESIGN SHOWS**

▶ **8 HANDS ON WORKSHOPS**

▶ **13 BUSINESS SESSIONS**

▶ **EXPANDED TRADE SHOW**
with 2.5 hours of trade show only shopping on Saturday and 1.5 hours trade show only shopping on Sunday

▶ **STAY AT THE AAA FOUR-DIAMOND RATED AMWAY GRAND PLAZA HOTEL**
for only \$139 per night

▶ **ALL GLFEE ATTENDEES**
receive access to the West Michigan Home & Garden Show



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Jackie Lacey, AIFD, PFCI – Sponsored by BloomNet/Floriology

Jerome Raska, AAF, AIFD, CAFA, CF, PFCI – Sponsored by MFA/ILEA

Just to name a few ...

Visit **www.michiganfloral.org** (Great Lakes Floral & Event Expo) tab
or call **(517) 575-0110** for more information

The 2018 Great Lakes Floral & Event Expo is presented by





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LEADERSHIPREPORT

The Expo...Reinvented and Revitalized

BY KIERSTEN SCHULTE, DIRECTOR OF CORPORATE RELATIONS AND MAJOR ACCOUNTS, EASTERN FLORAL, GRAND RAPIDS, MI, 2018 GLFEE VICE CHAIR



As we begin a new year we find ways to reinvent and revitalize. Such is the case with this year's Great Lakes Floral and Event Expo (GLFEE). That's right, Floral and EVENT! We're shaking things up the first weekend of March, March 2-4, at DeVos Place in Grand Rapids, Michigan, by literally making "Floristry an Everyday Event."

You may have read, or heard through the grapevine, that there has been an exciting partnership formed between the Michigan Floral Association and the International Live Events Association (ILEA) for this year's Expo. This dynamic duo has prepared a weekend of inspiration, brilliance and celebration.

As a busy industry professional (I'm sure I'm not alone here), I sometimes find it hard to be as on top of continuing education as I would like. This is why Expo is so important to me. It's the time I get to set aside to learn about new design trends, ways to market my product effectively, how to better serve my clientele and staff, and connect with my industry peers.

Beyond the comradery and inspiring one another with our experiences, take a glance at the lineup of speakers and sponsors and you'll come to find out why GLFEE is one of the leading floral conferences. With nine main stage shows, thirteen business sessions and eight hands-on classes, there's something for everyone. From

eventology, weddings with personality, and celebrating with foliage to ice carving there won't be a dull moment.

It wouldn't be the premier floral convention without some added perks, too. While you aren't busy testing your skills at a hands-on class, or expanding your knowledge at a business session, you can visit with an exceptional group of vendors at the trade show, who may have a show deal, or two, you can't refuse. Just a hop, skip and a jump down the hall, your registration gains you access to the Grand Rapids Home & Garden Show on the other side of DeVos Place. Not too shabby.

Now we need YOUR help! "How?" you might ask. Well, you can start by sharing this with your staff and getting them excited about all of the great things we have in store. Take it another step further and reach out to your fellow event professionals. Give your favorite wedding and event coordinator a copy of this edition of the *Professional Florist* and see if they want to join you at GLFEE. What a great relationship building opportunity, right?!? You can read about it, look at all the pictures we post on social media, but there isn't anything like actually being there. It's time to sign up.

So, there you have it. Take a look at the lineup on the following pages and see if you're ready to **Capture** the attention of the customer you've always wanted, **Celebrate** the beauty of our industry, and **Maximize** every opportunity that comes your way. I know I am, and I hope you'll join me. ✿

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Business Presenters



MARK ANDERSON has spent most of the last three decades in the retail flower business. He is passionate about helping florists make small changes to their pricing that result in big improvements to their profit. He writes about this subject in *Floral Management* and the *Canadian Florist*, and has spoken on the topic at many industry events including the SAF annual convention. He is also the founder of FloristWare.



AYNSLEY BROOM is a marketer and social media manager who has been working with businesses on improving their marketing strategy. She has worked in many different industries including education, retail, and now the floral industry with Flower Shop Network. Small businesses are her passion, and she loves finding what makes each business special and helping them capitalize on that uniqueness.



CASSIE CELESTIN is the owner and creative director of White Dress Events. Creating the wedding day her clients' dream of by combining the perfect vendor team with stylish design and flawless execution is the aim of the company located in Grand Rapids, Michigan. She also founded Grand Haven Wedding Walk, an upscale boutique style bridal show and co-founded Wedding Lab, a wedding planning workshop for brides. She coordinates several social nights and networking events for wedding industry professionals throughout the year.



RANDY FINCH owns and operates Ice Sculptures Ltd in Grand Rapids, Michigan. Along with his partner Derek Maxfield, he executes ice sculptures that have been featured on television, recognized in the media and included at movie premieres, galas, concerts and sporting events. Now, the pair is on Food Network's primetime series, *Ice Brigade*. Before and after college, they both worked in restaurants honing their culinary and ice sculpting skills. They met while serving as apprentices under Master Chef Dan Hugelier at the Amway Grand Plaza Hotel.



RYAN FREEMAN has spent the past 23 years helping small businesses grow through online marketing. As the 5th generation at Martin's, the Flower People in Toronto, he helped guide his family business into the online age. He has worked with hundreds of florists around the world, and is a frequent speaker at florist industry events. Ryan is the president of Strider Search Marketing, a Google Partner online marketing agency, and publisher of *Canadian Florist* magazine.



ADRIEN HARDING is the owner of RSVP Events located in Grand Rapids, Michigan. She has been in the event industry for over 12 years. Her experience in event coordination brings a fun and refreshing perspective to RSVP events. Her expertise in customer relations and an eye for design are a valuable asset during an event's planning process. Among the company's client list is the Amway Grand Plaza Hotel plus many other corporate and non-profit entities.

CORRINE HECK is the founder and CEO of Details Flowers Software a platform designed to help florists streamline proposals, make arrangements more profitable, and simplify payment process. The Details



app captures proprietary, valuable information that can direct future growth opportunities while benefitting the entire floral supply chain. Corrine has more than 20 years of experience in the flower industry, both retail and wholesale, and has designed more than 1,500 weddings in Central Florida. Her presentation will cover how to maximize your potential and grow your event calendar.



JACOB HOLLAND, CERP got his start in the Chicago event scene. He was involved with galas, weddings, Lollapalooza, and Barak Obama's first election night celebration. He has pursued his career in Cleveland at Event Source where he is creative director. Between product design, various building and remodeling projects and a toe kept in the event world, he has established himself as a force in the creative landscape. Days are spent in development and design while in the evenings he is one of the city's premier cycling instructors.



JOYCE KREGER is the owner of Cool Party Favors, an ecommerce website offering personalized party favors for all occasions including weddings, proms, graduations, baptisms, bar mitzvahs and more. She also helps find perfect promotional products. She has been in business for 12 years and will discuss how to find out what search terms potential customers are using to find you online by understanding the Google Keyword Planner which helps name and market your existing creations and let's you see what new products people are seeking.



JACKIE LACEY AIFD, PFCI has over thirty five years of experience in the floral industry. He has an extensive background in the retail floral market, most recently has been providing event/wedding planning and décor for a Chicago event company and currently serves as an adviser and education specialist for Floriology Institute, Fitz Design, and Floriology Mexico. His new position with BloomNet and Floriology is director of education and industry relations. He has won numerous awards in floral design competitions and is now serving as national vice president of AIFD.



DERRICK P. MYERS CPA, CFP, PFCI has developed financial strategies instrumental in increasing the profitability of many florists. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business. Working with the floral industry since 1983, he has also perfected his "Floral Analysis Program" which breaks down and analyzes financial statements. Derrick and Crockett Myers & Associates, Inc. currently work with over one hundred florists on a monthly basis, providing full accounting, business consulting and tax services.



JEROME RASKA AAF, AIFD, CAFA, CF, PFCI, is co-owner of three retail floral and event operations in Metro Detroit. In the floral industry for over 30 years, he shares his experiences as a Teleflora Education Specialist. He has served as chairman of PFCI, as well as president of the North Central Regional Chapter of AIFD and the Michigan Floral Association. He received the Tommy Bright Award for excellence in floral design presentation and was named designer of the year by the National Alliance of Floral Associations.

(Continued on page 6)



ANA SKIDMORE is the owner of TwoFoot Creative, a 10 year old full service wedding planning company in Ann Arbor, Michigan. She loves creating weekend events unique to the bridal couple; an event everyone will remember. She will be sharing her experience and expertise working with rental companies and venues at the panel discussion on how to determine who does what, who charges what, and at the end of the day who will be responsible for direct contact with the client.



LOTOYA VONGRECHIN is the CEO and creative director of V Agency Events, an event management, design and decor firm based in Detroit. Before entering the event industry, she was an automotive engineer. In 2008, she blended her technical and creative talents and opened her firm. She serves as Detroit chapter president of the International Live Event Association and was honoree as the Event Professional Of the Year. At the Expo she will participate in the panel discussion on how to build professional relationships.



JAMIE WOODS is a writer turned Content Marketing and Social Media Specialist for Flower Shop Network. She has lived in the world of computers since she was five and created her Facebook profile in 2007. Jamie jumped into the floral industry in 2016. Since then, she hasn't slowed down on her journey to help florists learn how to better market their business.



TIFANY WUNSCHL started Gourmet Invitations, her custom invitation business, in 2005. She has been featured in wedding magazines such as The Knot and on Brides.com, and People.com. She has worked with celebrity wedding designers and her clients include TV, radio, and sports personalities, and even a royal Highness. Tiffany also speaks on a variety of subjects including scheduling social media, wedding trends for wedding invitations and hashtags. With 13 years in the business, she has seen the industry change and how it continues to change every year.

Design Presenters



DOUG BATES AIFD, CF, has presented design shows to florists in Michigan and Indiana and was the Michigan Floral Association 2012 Designer of the Year. He has been an active member of MFA for many years. In 2014 and 2015 he won the Academy division of the MFA design contest.. He and his wife Karen own Designs by Vogt's in Sturgis, Michigan.



JACKIE BURRELL AIFD, CF has been a floral designer for over 40 years and has owned Flowers from Sky's the Limit in Petoskey, Michigan, for 37 years. Working behind the scenes, she is well known for her willingness to help other florists with her time and knowledge. She has volunteered every year for the entire weekend at the Expo and has been backstage at the AIFD symposium. This year she will be front and center showing you how to create outstanding wedding bouquets using several different mechanics.



ANGELA CHRISTIE CF, has been artistic her entire life. She seized the opportunity to hone her creative talents by becoming part of the floral industry. She has been a floral designer for over 15 years, currently working for Boyne Avenue Floral and Greenhouse in Boyne City, Michigan. She was also a presenter at EXPO 2016.



DEBORAH DE LA FLOR AIFD, PFCI, FTD Education Consultant, is known for her talent and innovative style. For more than 30 years, she has shared her love for the floral industry through design presentations, seminars, competitions and commentary. Her many accolades include Florida State Designer of the Year and winner of the FTD Great Masters Design Competition Interflora World Cup. She is also an AIFD Certified Floral Evaluator/Judge. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.



RANDY LAIPPLY, an account executive with Connie Duglin Linen, has represented the company for 11 years. At his main stage presentation he will discuss how elegant finishings can make profits grow. The company's wholesale website can be linked to your shop's website so that bridal and corporate customers can browse the

linen selection and refer back to you for pricing. As far as linen colors for 2018, hunter green appears to be making a comeback while black and white will still be going strong.



SKEETER PARKHOUSE has been designing for over 25 years, starting at a small town florist. Through the years he has worked at and managed several Michigan flower shops and event companies; also working for a time in New Jersey. He is now working as an event coordinator and merchandising manager at Wassermann's Flowers and Gifts, Muskegon, Michigan's oldest business. He also teaches hands-on workshops in the store each month as well as design demonstrations, sharing his floral knowledge with the community.



JIM SCHMIDT co-founded Hyacinth House in Lansing, Michigan in 1975. Hyacinth House is Michigan's largest green and blooming plant wholesale supplier to Michigan florists. Their products were featured on "Extreme Makeover, Home Edition" and they have supplied plants for dignitaries such as Bill Clinton, Hillary Clinton, George H.W. Bush, George W. Bush, Pope John Paul II, The Dali Lama, The Rolling Stones, Billy Graham, and events such as the Super Bowl XL in Detroit in addition to multiple professional golf tournaments.



SANDY SCHROECK AIFD, PFCI is the owner of Trend On Design in Eden Prairie, Minnesota. She is an award winning designer, trend watcher and educator with extensive experience in the floral industry. She uses her expertise to convert consumer and color trends into floral sales and promotes continuing education as the key to success. She serves as a consultant on product development, photo shoots and education programs for Smithers-Oasis, a design educator for Floriology and vice chair of the AIFD national membership committee.



KIERSTEN SCHULTE, is the director of corporate relations and major accounts for Eastern Floral, located in Grand Rapids, Grand Haven and Holland, Michigan. Since she began as director of marketing for Eastern Floral, her experience has grown to include judging floral varieties competitions, commentating, appearing



Design Presenters

on local TV and radio programs, and serving as a committee chair for GLFE for the past three years. This year she is vice chairman of the Expo. In 2013 she was the recipient of the Michigan Floral Association "Retail Employee of the Year."



TOM SIMMONS AIFD, CCF, CFD Three Bunch Palms Productions, Palm Springs, California, has been active in the floral industry for over 34 years and has assisted Teleflora's Industry Relations and Product Development departments with new product research. He is a past president of AIFD, past symposium coordinator for the national symposium, "Passion," and currently AIFD treasurer. He was given the honor of "fellow" by AIFD. He also is a member and former director for the California State Floral Association and a member of the Greater Palm Springs Wedding Association.



GARRETT SKUPINSKI CF, is an internationally recognized designer with a long history as a MFA member. He is a Floral Fundamentals Ambassador along with winning many design awards internationally. His love for high couture experimental design styles, unique large scale displays and international design is evident in his work. Garrett's passion for floral design and education has taken him throughout the United States, Canada, and multiple countries in Europe learning,

teaching and designing. He has been very active at the Great Lakes Floral Expo and has chaired multiple Expo committees.



DEREK WOODRUFF AIFD, CF, PFCI, joined the floral industry at the age of 16. In 2008 he launched Floral Underground. As a member of the Syndicate Sales design team, he has presented on stage, in workshops and also online. He has won numerous awards including the MFA's Chuck Bannow Award, MFA's Designer of the Year (twice), AIFD's Bobbi Cup (twice), second runner-up on a national television floral design competition reality show called: "The Arrangement", and was the winner of the 2016 Sylvia Cup Design Competition.



KEVIN YLVISAKER AIFD, PFCI, is the owner of KLY Floral International, offering his forty years of expertise at design shows, trend consulting and personal tutored in- store design programs. He is an OASIS® floral product design director and a Teleflora education specialist. He has worked with Accent Décor to produce designs for their catalogs, video series and set up their showrooms. He is a past president of AIFD and a past president of WUMFA. He has presented international design programs and taught classes all over the world.

The Michigan Floral Association would like to thank these fine sponsors for making the 2018 Great Lakes Floral Expo possible.



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GLFEE Sessions, Friday, March 2, 2018

Don't Miss This Exciting All-Day Hands-On Workshop

Sign Up Early!

***Wedding Designs with an Artistic Flair!**

Presented by Deborah De La Flor AIFD, PFCI

Sponsored by DWF and MFF

Date: Friday, March 2, 2018

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room A, B

Lunch included. Additional fees apply.

Bring your own tools.

A wedding design day with Deborah De La Flor is like no other. Learn how to create everything from the latest style boutonniere to the trendy petite bouquet the fashionable mothers of the bride and groom are carrying. There will be fresh



ideas for a bridal bouquet with a new exciting spin and attendant bouquets to complement it. Everything needed to make an unforgettable ceremony will be covered including artistic reception flowers and aisle decor. This is a full day of designing that will challenge you, get your creative juices flowing and give you the tools to change the ordinary into the extraordinary. Deborah's innovative style and passion for flowers have made her a world-renowned floral designer. For more than 30 years her passion for flowers has taken her around the world and allowed her to anticipate and influence the latest floral trends through design presentations, seminars, competitions and commentary. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.

Outstanding Informative All-Day Business Seminar

WOW!

***Which Way Are You Headed? Red Flag or Checkered Flag? The Wheel is in Your Hands!**

Presented by Ryan Freeman, Mark Anderson,

and Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates,

FloristWare, Strider Search Marketing

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room F

Lunch included. Additional fees apply.

Each year these three industry experts work with hundreds of flower shops from across the country. They routinely see new owners with no industry experience enjoy incredible success, sometimes almost overnight. They also see the seasoned owners of second and third generation shops lose control and struggle to maintain sales levels they once had. Over time certain patterns become clear. In this session they'll share the secrets and best practices of the most successful shops, as well as mistakes and red flags that have doomed others. This session will help you evaluate your current trajectory, avoid the most common pitfalls and develop a plan for success. Bring your laptop and be prepared to take notes and ask questions as Derrick, Mark, and Ryan help steer you to a more profitable future!



- Teach old dogs, new tricks: Help seasoned designers learn that time is money, understand basic markups, and what it takes to make a profit.
- How do I compete with the big box/grocery stores/order gathars.
- How to grow your business in small towns.
- Expectation management and new revenue channels.
- How to turn the next generation into flower buyers, selling to the millennial.
- Internet and social media marketing. (Instagram/Facebook)
- Social media advertising. (Boosting Posts)
- How can I augment my floral sales without a huge inventory investment.
- Learn: Get all of your employees going in the same direction.
- Ideas to motivate, how to build your A-team.
- How to determine when it's best to use contractors.
- What are the penalties if you are wrong.
- Learn how to properly account for sales and wire services.
- How to structure your financial statements so they are more valuable to you.
- Finance, from salaries, to pricing, to bottom line management.

A Business Session Not to Be Missed!

***Making Events Profitable**

Don't Miss this Event!

Presented by Jacob Holland, CERP,

and Jerome Raska, AAF, AIFD, CAFA, CF, PFCI

Sponsored by Event Source and Blumz by JRDesigns

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room E

Lunch included. Additional fees apply.



Partnering with event professionals and creating a team can make everyone involved more successful including linen companies, DJs, florists, paper products, venues, chair rentals and lighting just to name a few. Today's clients are more and more savvy seeking the one stop shop... is that you ?? This class will help prepare you for building great partnerships, assist in pricing and provide insight on how to prepare for current and incoming trends.

*HANDS-ON WORKSHOP:

Be There Or Be Square! FFA Student Certification Test Preparation

Presented by Angela Christie CF

Sponsored by Nordlie Inc, A Kennicott Company

Date: Friday, March 2, 2018

Time: 7:00 p.m.-8:00 p.m.

Location: River Overlook Room A

Additional fees apply. Bring your own tools.



Arranging flowers is my passion! Designing flowers in glass cubes is my specialty! Not only is this type of design super trendy but also a useful skill to know anywhere you work in the floral industry. Join me as I teach you how to put together the perfect glass cube arrangement. Be there... or be square! Bring your tools.



GLFEE Sessions, Saturday, March 3, 2018

*HANDS-ON WORKSHOP: Refined Style for the Modern Bride

Presented by Sandy Schroeck, AIFD, PFCI
Sponsored by Floriology/BloomNet
Date: Saturday March 3, 2018
Time: 8:00 a.m.-10:00 a.m.
Location: River Overlook Room A
Additional fees apply. Bring your own tools.



From informal to modern, brides are now looking for stylized designs that make an impression. Garden gathered looking bouquets can be challenging as the trend is for a loose and unfixed style. Join Sandy as she instructs you on two of the most popular styles in bridal bouquets today, cascading in a holder and a braided wire handle that can be used to create many interpretations of refined style. Get high visual impact with less product by learning techniques that update your designs.

*HANDS-ON WORKSHOP: A Memorable Expression

Presented by Tom Simmons AIFD, CCF, CFD
Sponsored by Teleflora
Date: Saturday, March 3, 2018
Time 8:00 a.m.-10:00 a.m.
Location: River Overlook Room B
Additional fees apply. Bring your own tools.



As sympathy expressions have changed over the years, this workshop will focus on new and different styles, techniques and trends that will set you apart from the normal. Discover how asking the right questions of family and friends about their loved ones can be compelling enough to give you inspiration to create unique and symbolic designs of flowers that are an essential part of the bereavement process, yet celebrating and expressing the wonderful life.

*HANDS-ON WORKSHOP: Tablescapes

Presented by Skeeter Parkhouse
Sponsored by Mayesh Wholesale
Date: Saturday, March 3, 2018
Time 8:00 a.m.-10:00 a.m.
Location: River Overlook Room C
Additional fees apply. Bring your own tools.



In this workshop learn how to create striking tablescapes. Take your table stylings beyond expectations and make them photo worthy. In this workshop you will see how to create eye catching centerpieces and how to put together many layers including florals, luxury linens, candles, rentals and décor. We will talk about the process of organizing a photo shoot, what different publications may be looking for, and how to submit your pictures to a list of publications. At the end of class you will walk away with the knowledge to create your own tablescapes worthy of professional photos and possibly publication.

MAIN STAGE DESIGN SHOW: Growing Events through the Internet and Floral Artistry

Presented by Kiersten Schulte and Randy Laipply
Sponsored by Connie Duglin Linen and Eastern Floral
Date: Saturday, March 3, 2018
Time: 8:45 a.m.-9:45 a.m.
Location: Steelcase Ballroom B



Learn how an interactive website can impact your floral and linen business. Take your bottom line and your business to the next level and show your clientele what your shop can do. See how you can enhance special event business and how elegant finishings can make your profits grow. Add linens to enhance your high style floral designs. Come see some fantastic tablescapes designed by Jason Rudicil and a team of designers.

BUSINESS SESSION: Focus on Florals, Mastering the Art of Facebook and Instagram

Presented by Jamie Woods, and Aynsley Broom
Sponsored by Flower Shop Network
Date: Saturday, March 3, 2018
Time: 10:00 a.m.-11:00 a.m.
Location: River Overlook Room E



Social media plays a big role when it comes to your business. Customers are spending hours a day on Facebook and Instagram, so it only makes sense that your business should have a voice there, too. What you might not know, is how to use Facebook and Instagram to make your business shine. This session includes creating an awesome profile and taking stellar photos. Learn how to create Facebook and Instagram profiles that will take your business from flat to fabulous. In this hands-on class, see how to use your smart phone to take Instagram worthy photos of your floral designs. Are you ready to master the art of Facebook and Instagram? Make sure to bring your smart phone or tablet to practice the tips and techniques taught in this workshop.

MAIN STAGE DESIGN SHOW: Designer of the Year Run Off

Commentated by Doug Bates AIFD, CF
Sponsored by FloraCraft and MFF
Date: Saturday March 3, 2018
Time: 10:15 a.m. to 11:00 a.m.
Location: Steelcase Ballroom B



One of the most exciting events at the Expo is the MFA Designer of the Year Contest. Five outstanding floral designers from the Professional Division will compete for the title using identical materials. A distinguished panel of judges will choose the winner who will be announced at the banquet on Saturday night. Be sure to attend and be inspired by this fabulous design work.

MAIN STAGE DESIGN SHOW: Celebrating with Foliage!

Presented by Garrett Skupinski CF
Sponsored by Floral Today
Date: Saturday, March 3, 2018
Time: 11:30 a.m.-12:30 p.m.
Location: Steelcase Ballroom B



For years foliage has sat in the background filling and supporting numerous designs. Now it is time for foliage to shine and Garrett can't wait for you to be inspired how. From palms to plumosa, sympathy to weddings, he will show you how you can celebrate any moment in life with just a touch of foliage and a variety of unique design styles.

BUSINESS SESSION: Recipe for Marketing Success

Presented by Ryan Freeman
Sponsored by Strider Search Marketing
Date: Saturday March 3, 2018
Time: 11:30 a.m.-12:30 p.m.
Location: River Overlook Room F



What are the essential ingredients for your marketing mix in 2018? Are you overwhelmed trying to market your business? Every day brings a new social media channel or online tool. Every salesman has the perfect new gadget or app to solve your problems. Every ad on Facebook promises the latest and greatest thing. But the reality is that we only have so many dollars to spend, and limited hours to invest. How many social media platforms does a person have to learn? Where are the best, the essential places to invest your precious time and money? This session will outline the core elements of a modern marketing mix to get you the best return on your advertising investment.

BUSINESS SESSION: Eventology: The Science of Profitable Events

Presented by Derrick Myers CPA, CFP, PFCI
Sponsored by Crockett Myers & Associates
Date: Saturday, March 3, 2018
Time: 1:30 p.m.-2:30 p.m.
Location: River Overlook Room F



Creating a profitable event package isn't magic...it's science. It requires solid-pricing formulas that factor in all the unexpected costs that pop up when you least expect them. Floral industry financial expert Derrick Myers and his alter ego "The Professor" will explain how it's done in this lighthearted but fact-filled lesson in the science of "Eventology." You'll learn event pricing formulas that guarantee profitability, ways to ensure you're paid for delivery, setup and teardown, what you need to know about each venue before you price the job, from Pinterest to reality, and is DIY worth your time.



GLFEE Sessions, Saturday, March 3, 2018

MAIN STAGE DESIGN SHOW:

Textures, Color, and Details...

Presented by Jacob Holland CERP and Jerome Raska AAF, AIFD, CF, PFCI

Sponsored by Event Source and Blumz by JRDesigns

Date: Saturday March 3, 2018

Time: 1:30 p.m.-2:30 p.m.

Location: Steelcase Ballroom B



Not Creative? Not True! Learn how to enhance your client experience through art and design. We will explore how inspiration garnered from daily life experience translates to high end design and exceptional customer service. Attendees will learn how to interpret trends and SELL forward thinking looks to their customers.

DEMONSTRATION

Ice Carving

Presented by Randy Finch

Sponsored by Ice Brigade

Date: Saturday, March 3, 2018

Time: 2:30 p.m.-3:30 p.m.

Location: Secchia Foyer Deck

***BUSINESS SESSION:
I Got On TV. Now What?**

Presented by Randy Finch

Sponsored by Ice Brigade

Date: Saturday, March 3, 2018

Time: 3:30 p.m.-4:30 p.m.

Location: River Overlook Room E

Additional fees apply.

Ice sculptor and Michigan-based event professional Randy Finch, star of the Food Network TV series Ice Brigade, shares his experience of filming a national television series and how it has supported his business. Here's your chance to learn about television production and what really happens behind the scenes. PR professionals will also give advice on the best way your business can get media exposure.

ICE BRIGADE

ICE BRIGADE

MAIN STAGE DESIGN SHOW:

Exceeding the Demands for Today's Gift Givers

Presented by Kevin Ylvisaker AIFD, CAFA, PFCI

Sponsored by Smithers-Oasis

Date: Saturday, March 3, 2018

Time: 3:30 p.m.-4:30 p.m.

Location: Steelcase Ballroom B



You won't want to miss this lively program. Kevin will show you how to design and promote eco-friendly designs and programs to attract millennials and consumers through cause-based events. Plus, let's embrace the "Design Your Own" shop events trend as a financial win for your shop. Have you tried subscription based arrangements yet? Kevin will show you how.

BUSINESS SESSION:

Social Media Photography and Posting

Presented by Jackie Lacey AIFD, PFCI

Sponsored by Floriology/BloomNet

Date: Saturday, March 3, 2018

Time: 3:30 p.m.-4:30 p.m.

Location: River Overlook Room F



The sign of the times or the wall of the times. We have so many new terms in our vocabulary today. Social media is not just an option but a necessity in today's marketplace. No longer are we discussing IF we should pay attention to social media but learning HOW to redefine the best practices to get others to pay attention to our social media. In just a relatively short amount of time social media has become the yellow pages, newspaper ads and the marketing brochure all in one. Each generation is active and tuned into everyone's wall, pages and posts. Let's look at the best way to post that will grab the most attention and keep your brand in front of the target audience to build sales and a client base. A strong attention to photography and live posting is a key to building your brand and branding your style.

GLFEE Sessions, Sunday March 4, 2018

*HANDS-ON WORKSHOP:

Wedding Bouquets... What Mechanic?

Presented by Jackie Burrell AIFD, CF

Sponsored by Mayesh Wholesale

Date: Sunday, March 4, 2018

Time: 8:00 a.m.-10:00 a.m.

Location: River Overlook Room A

Additional fees apply. Bring your own tools.



The importance of good mechanics are essential in making beautiful wedding bouquets that give the bride the look she wants. In this workshop you will make two bouquets using chicken wire and bouquet holder mechanics to see which one works best for you. There will be other bouquet mechanics shown and discussed and many tips and tricks along the way.

*HANDS-ON WORKSHOP:

Not your Grandma's Terrarium

Presented by Derek Woodruff AIFD, CF, PFCI

Sponsored by Nordlie Inc, A Kennicott Company

Date: Sunday, March 4, 2018

Time: 8:00 a.m.-10:00 a.m.

Location: River Overlook Room B

Additional fees apply. Bring your own tools.



We all know that terrariums and succulents are HOT, HOT, HOT right now. For anyone hesitant to jump on the bandwagon, this is a small group session where you will learn how to build different kinds of long-lasting, successful terrarium systems, and also how to care for each individual style of terrarium and terrarium-sized and large-sized plants such as succulents, ferns, tropical plants, and more. Details about the different types of terrariums, planters, plant care, and how to set up a successful "terrarium bar" in your own store will be covered. So plan to roll up your sleeves and get your hands dirty diving into the nitty-gritty of these lifestyle plantings.

*HANDS-ON WORKSHOP:

Signature Style

Presented by Kevin Ylvisaker AIFD, PFCI

Sponsored by Smithers-Oasis

Date: Sunday, March 4, 2018

Time: 8:00 a.m.-10:00 a.m.

Location: River Overlook Room C

Additional fees apply. Bring your own tools.



Join us for a hands-on program where you'll create two sellable designs for today's modern consumer. Using all of the latest products from Smithers-Oasis, Kevin, the ultimate teacher, will walk you through each design step-by-step and you'll leave with two arrangements sure to become signature designs in your shop.

*BUSINESS SESSION:

You Find Everything on Google. But Can Google Find You?

Presented by Joyce Kreger

Sponsored by Cool Party Favors

Date: Sunday, March 4, 2018

Time: 9:00 a.m.-10:00 a.m.

Location: River Overlook Room E

Additional fees apply.



Google is the #1 way consumers find what they want to buy. Can you, your company, and your products and services be found? Find out what search terms your potential customers are using by understanding an amazing tool called the Google Keyword Planner. This will help you not only to name and market your existing creations, but to see what new products that people are seeking.



GLFEE Sessions, Sunday, March 4, 2018

BUSINESS SESSION: **Ways to Improve Your Bottom Line**

Presented by Mark Anderson
Sponsored by FloristWare
Date: Sunday, March, 4, 2018
Time: 9:00 a.m.-10:00 a.m.
Location: River Overlook Room F



In this workshop approach, Mark will help develop a plan you can put in place when you get back to your shop. Among the topics covered will be little changes that can make bigger profits, how to upsell, and accounting, pricing, and profitability.

MAIN STAGE DESIGN SHOW: **Fabulous Finales**

Presented by Tom Simmons AIFD, CCF, CFD
Sponsored by Teleflora
Date: Sunday, March 4, 2018
Time: 10:30 a.m.-11:30 a.m.
Location: Steelcase Ballroom B



When words just don't seem enough to express your thoughts and feelings about a family member, friend or colleague, flowers can speak volumes on your behalf. This presentation will focus on creating a final message from you and should be a joyful and glorious celebration of your feelings for the deceased. By giving the gift of a unique floral design that captures the true essence of the individual, this is the last party with a grand finale to "celebrate the life"!

BUSINESS SESSION: **Wild Weddings: How to Capture and Close Events on the Spot**

Presented by Corrine Heck
Sponsored by Details Flowers
Date: Sunday, March 4, 2018
Time: 10:30 a.m.-11:30 a.m.
Location: River Overlook Room D



Learn how to maximize your potential and grow your event calendar without sacrificing your style, sanity and bottom line. Learn how to discuss budgets prior to setting the consultation, craft beautiful proposals on the spot that will impress every client, sell then source flowers with the touch of a mouse and discover technology to integrate into your business routines.

MAIN STAGE DESIGN SHOW: **Personalizing Your Style Down the Aisle**

Presented by Sandy Schroeck AIFD, PFCI
Sponsored by Floriology/BloomNet
Date: Sunday, March 4, 2018
Time: 1:00 p.m.-2:00 p.m.
Location: Steelcase Ballroom B



Weddings, parties and themed events happen throughout the year. Designing distinctive floral bouquets that reflect the couple's personalities can truly create the mood for a stylish celebration. With increased influences of social media, bridal couples desire to compose a unique experience for their guests. Using inspiration boards to create their dream wedding within a budget can be challenging. Explore ways to add that personal style with updated looks for the bridal party and celebration site. From simple and traditional to modern and lavish, all the elements, including color, texture, shape and form combine to inspire an impactful palette. Everyone that experiences the collection will come away with something unique to personalize their celebration.

BUSINESS SESSION: **"Hidden Treasure" Finding the Gold in Your Business**

Presented by Derrick Myers CPA, CFP, PFCI
Sponsored by Crockett Myers & Associates
Date: Sunday, March 4, 2018
Time: 1:00 p.m.-2:00 p.m.
Location: River Overlook Room F



Hidden in your business are areas of cost that if reduced would greatly increase your profit. A dollar saved in cost is a dollar added to your bottom line profit. It takes about

eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.

***BUSINESS SESSION:** **Blogging For Dollars: How This Free Online Tool Brings You Business**

Presented by Tiffany Wunshl
Sponsored by Gourmet Invitations
Date: Sunday March 4, 2018
Time: 1:00 p.m.-2:00 p.m.
Location: River Overlook Room E
Additional fees apply.



Learns how weblogs, "blogs," can get you recognized as the expert in your field, gain exposure for your business, and generate sales from around the country. Tiffany will show you examples of posts, give advice on how to select topics to write about, and share success stories of generated sales.

MAIN STAGE DESIGN SHOW: **Weddings with Personality**

Presented by Deborah De La Flor AIFD, PFCI
Sponsored by FTD
Date: Sunday, March 4, 2018
Time: 2:30 p.m.-3:30 p.m.
Location: Steelcase Ballroom B



Wedding trends are constantly changing, and most brides want to keep up with the latest trends. Every bride has her own personality and unique perception of what she wants to see on her wedding day. Deborah will show you how to compel your bride to communicate her ideas and vision to help you interpret what she wants for her one of a kind event. In this program, she will present the latest in wedding styles, colors and trends, as well as what she predicts for the upcoming year. You want your wedding business to flourish all year long. Keeping up with the latest trends helps. An enthusiastic sales pitch and quality design work are very important too, but it never hurts to have that little something extra. Deborah shares her common sense business tactics for winning wedding business. Learn simple easy tips to make you stand out from the crowd and give you the winning advantage every time.

PANEL BUSINESS SESSION: **Mine, Yours and Ours**

Commentated by Jerome Raska AAF, AIFD, CF, CAFA, PFCI
Sponsored by ILEA
Date: Sunday March 4, 2018
Time: 2:30 p.m.-3:30 p.m.
Location: River Overlook Room D



Find out how to build professional relationships to best serve your clientele. This panel discussion will feature industry professionals sharing their expertise on how to determine who does what, who charges what, and at the end of the day who will be responsible for direct contact with the client? Learn how to work with event coordinators, rental companies and venues. Panel: Cassie Celestin, Adrien Harding, Skeeter Parkhouse, Ana Skidmore, Lotoya Vongrechin.

MAIN STAGE DESIGN SHOW: **Plant Rentals...Adding \$\$\$ to Your Bottom Line**

Presented by Jim Schmidt
Sponsored by Hyacinth House
Date: Sunday, March 4, 2018
Time: 3:45 p.m.-4:45 p.m.
Location: Steelcase Ballroom B

Hyacinth House

It's time to expand your horizons and your bottom line with plant rentals. Think of all the events you can up sell with plant decor: weddings, funerals, bar/bat mitzvahs, corporate meetings, parties, and trade shows are only some of the places for plants. Jim will share with you stories of how he uses plants and how he has decorated events for several U.S. Presidents, the Pope and even wrestler Hulk Hogan. Learn how to go the extra mile by using plants, making your clients happy and separating your company from the competition; all the while adding \$\$\$ to your Profits and Bottom Line!



2018 GREAT LAKES FLORAL & EVENT EXPO

2018 Great Lakes Floral & Event Expo Schedule at a Glance

Color Key:
 Business Sessions (Green) - 10
 Hands-On Classes (Blue) - 8
 Main Stage Shows (Red) - 9
 Trade Show - (Purple)
 ILEA Sessions - (Fuchsia)
 *Additional Fees Apply

FRIDAY, MARCH 2, 2018

8:00 a.m.-10:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m.-4:30 p.m.	*Business Session: What Way are You Headed? Red Flag or Checkered Flag? The Wheel is in Your Hands! Ryan Freeman, Mark Anderson, Derrick Myers (Crockett Myers & Associates, Strider Search Marketing, FloristWare)	River Overlook F
9:30 a.m.-4:30 p.m.	*Business Session: Making Events Profitable – Jacob Holland and Jerome Raska (Event Source and Blumz by JRDesigns)	River Overlook E
9:30 a.m.-4:30 p.m.	*Hands-On Workshop: Wedding Designs with an Artistic Flair – Deborah De La Flor (DWF and MFF)	River Overlook A,B
3:00 p.m.-6:00 p.m.	Design Contest Registration	Secchia Foyer
12 noon-9:30 p.m.	Retail Store Open	Grand Gallery
7:00 p.m.-8:00 p.m.	*Hands-On FFA Student CF Prep: Be There Or Be Square! – Angela Christie (Nordlie Inc, A Kennicott Company)	River Overlook A
7:00 p.m.-9:00 p.m.	Opening Mix and Mingle, Art Fusion (ILEA)	River Overlook Foyer

SATURDAY, MARCH 3, 2018

7:30 a.m.-5:00 p.m.	Registration Desk Open (Book Fair Open 8:00 a.m. to 5:00 p.m.)	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Refined Style for the Modern Bride – Sandy Schroeck (Floriology/BloomNet) *A Memorable Expression – Tom Simmons (Teleflora) *Tablescapes – Skeeter Parkhouse (Mayesh)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
8:45 a.m.-9:45 a.m.	Main Stage Design Show: Growing Events though the Internet and Floral Artistry Randy Laipply and Kiersten Schulte (Connie Duglin Linen, Eastern Floral)	Steelcase Ballroom B
10:00 a.m.-9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m.-5:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m.-4:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m.-11:00 a.m.	Business Session: Focus on Florals, Mastering the Art of Facebook and Instagram Jamie Woods and Aynsley Broom (Flower Shop Network)	River Overlook E
10:15 a.m.-11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off – Doug Bates (FloraCraft and MFF)	Steelcase Ballroom B
11:00 a.m.-11:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
11:30 a.m.-12:30 p.m.	Main Stage Design Show: Celebrating with Foliage – Garrett Skupinski (Floral Today)	Steelcase Ballroom B
11:30 a.m.-12:30 p.m.	Business Session: Recipe for Marketing Success – Ryan Freeman (Strider Search Marketing)	River Overlook F
12:30 p.m.-1:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:30 p.m.-2:30 p.m.	Business Session: Eventology, The Science of Profitable Events – Derrick Myers (Crockett Myers & Associates)	River Overlook F
1:30 p.m.-2:30 p.m.	Main Stage Design Show: Textures, Colors, and Details Jacob Holland and Jerome Raska (Event Source and Blumz by JRDesigns)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Ice Carving Demonstration: Randy Finch (Ice Brigade)	Secchia Foyer Deck
2:30 p.m.-3:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:30 p.m.-4:30 p.m.	*Business Session: I Got On TV. Now What? – Randy Finch (Ice Brigade)	River Overlook E
3:30 p.m.-4:30 p.m.	Main Stage Design Show: Exceeding the Demands for Today's Gift Givers – Kevin Ylvisaker (Smithers-Oasis)	Steelcase Ballroom B
3:30 p.m.-4:30 p.m.	Business Session: Social Media Photography and Posting – Jackie Lacey (Floriology/Bloomnet)	River Overlook F
5:30 p.m.-6:30 p.m.	"Arabian Nights" President's Reception (Trade Show floor)	Steelcase Ballroom A
6:45 p.m. - 9:00 p.m.	"Arabian Nights" Recognition and Awards Banquet	Steelcase Ballroom B

SUNDAY MARCH 4, 2018

7:30 a.m.-5:00 p.m.	Registration Desk Open (Book Fair 8:00 a.m. to 5:00 p.m.)	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Wedding Bouquets, What Mechanic? – Jackie Burrell (Mayesh) *Not your Grandma's Terrarium – Derek Woodruff (Nordlie Inc., A Kennicott Company) *Signature Style – Kevin Ylvisaker (Smithers-Oasis)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
9:00 a.m.-10:00 a.m.	Business Session: Ways to Improve Your Bottom Line – Mark Anderson (FloristWare)	River Overlook F
9:00 a.m.-10:00 a.m.	*Business Session: Can Google Find You – Joyce Kreger (Cool Party Favors)	River Overlook E
10:00 a.m.-5:00 p.m.	Retail Store Open	Grand Gallery
10:30 a.m.-11:30 a.m.	Main Stage Design Show: Fabulous Finales – Tom Simmons (Teleflora)	Steelcase Ballroom B
10:30 a.m.-11:30 a.m.	Business Session: Wild Weddings, How to Capture and Close Events on the Spot – Corrine Heck (Details Flowers)	River Overlook D
11:00 a.m.-2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m.-12:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
12:00 p.m.-12:30 p.m.	MFA Annual Meeting	Steelcase Ballroom B
12:30 p.m.-1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:00 p.m.-2:00 p.m.	Main Stage Design Show: Personalizing Your Style Down the Aisle – Sandy Schroeck (Floriology/BloomNet)	Steelcase Ballroom B
1:00 p.m.-2:00 p.m.	Business Session: HiddenTreasure-Finding the Gold in Your business – Derrick Myers (Crockett Myers & Associates)	River Overlook F
1:00 p.m.-2:00 p.m.	*Business Session: Blogging For Dollars – Tiffany Wunshl, (Gourmet Invitations)	River Overlook E
2:00 p.m.-2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m.	Raffle Closes Raffle (Open from 11:00 a.m. to 2:30 p.m.)	Steelcase Ballroom A
2:30 p.m.-3:30 p.m.	Main Stage Design Show: Weddings with Personality – Deborah De La Flor (FTD)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Panel Business Session: Mine, Yours, and Ours – Commentated by Jerome Raska (ILEA)	River Overlook D
3:45 p.m.-4:45 p.m.	Main Stage Design Show: Plant Rentals... Adding \$\$\$ to Your Bottom Line – Jim Schmidt (Hyacinth House)	Steelcase Ballroom B
4:45 p.m.	Thank You! Save the Date... GLFEE, March 1, 2, 3, 2019	



2018 GLFEE Special Events Schedule

Art Fusion Friday Night Creative Spectacular

Friday, March 2, 2018

7:00 p.m. - 9:00 p.m. • River Overlook Foyer • Hosted by ILEA, Detroit Chapter

Welcome to Grand Rapids, Michigan, the city that has revolutionized art for centuries. Experience an Artsy Mixer that will furnish food, networking and much more. Art has many forms of expression from abstract to artistic to urban graffiti just to name a few. The opening night mixer will expose you to all styles of art with innovative special effects, installations and much more to stimulate your creative juices. Snag this opportunity to be surrounded by art as you eat, drink and network with industry professionals and leaders.

President's Reception Arabian Nights Banquet and Awards Ceremony

Saturday, March 3, 2018 • Devos Place, Steelcase Ballroom B.

Additional fees apply

Come ride a magic carpet into the Arabian Nights at this incredible evening of exotic décor and exciting entertainment. Creative thematic costuming and flowers to wear are encouraged but optional. The evening will begin with the President's Reception in the trade show from 5:30 p.m. to 6:30 p.m. The banquet begins at 6:45 p.m. featuring decor designed by members of the International Live Event Association (ILEA) Detroit Chapter. During the dinner, the Michigan Floral Association will present awards to the best of the best! Design contest winners and the induction of new members into the prestigious Certified Florists program will highlight the evening. The Certified Florists program also will be celebrating its 20th anniversary at the banquet.

Shop, Shop, Shop at the Trade Show Marketplace

Looking for that special container, need some new basic supplies, want to see the latest flower varieties? Come to the Expo Trade Show and browse among products from our outstanding group of vendors new and old. **Saturday, 10:00 a.m. to 4:30 p.m. and 5:30 p.m. to 6:30 p.m. Sunday, 11:00 a.m. to 2:30 p.m.**

Play the Floristry "Event" Trade Fair Game!

Make this an "eventful" visit to the Trade Fair. Visit each booth and find the event card hidden there. Complete the game form and your entry will be entered into a drawing for a weekend pass to the 2019 Great Lakes Floral & Event Expo.

Floristry 2018 MFA Book Fair

"Knowledge is power" and the MFA Book Fair is full of books and ideas to help increase your knowledge of all things floral. All profits benefit the MFA Education Fund. Stop by to browse and buy! **Friday 12:00 p.m. to 5:00 p.m., Saturday, 8:00 a.m. to 5:00 p.m., Sunday, 8:00 a.m. to 5:00 p.m. Secchia Foyer next to the MFA registration desk.**

CF Showcase

Certified Florists will be creating a special floral "carpet" at this year's CF showcase, highlighting their design techniques. Check it out, find out what it means to be a Certified Florist and sign up today. **Secchia Foyer, open all weekend.**



AIFD Showcase

The North Central AIFD Chapter members will showcase their talents with blooming displays located in the **Amway Walkway, open all weekend.**



Floristry Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds go to the MFA Scholarship Fund which provides scholarships to attend the Great Lakes Floral & Event Expo or to become a Certified Florist. In 2017 four scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is appreciated. **Saturday, 10:00 a.m. to 5:30 p.m., Sunday 11:00 a.m. to 2:30 p.m., Steelcase Ballroom A.**

MFA Annual Meeting

Network with your fellow MFA members and learn what the association plans for the future. Suggestions and ideas are always welcome. **Sunday, March 4, 2018, 12:00 p.m. to 12:30 p.m., Steelcase Ballroom B.**



2018 MFA Design Contest, Friday, March 2, 2018

Floristry an Everyday Event Design Contest!!

Sponsored by **FLORACRAFT**

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 design skills and exchange new ideas. You'll receive recognition for your work and gain publicity for you and your shop. Enter today; aim higher, achieve more, and reach for excellence.

MFA Design Contest Eligibility: Individuals are only eligible to enter one division. For more information download design contest packet at: www.michiganfloral.org.

STUDENT DIVISION

HIGH SCHOOL LEVEL • Theme: Body Flowers

Create a dream Corsage or Body Flower piece and Boutonniere for PROM! Supply an 8" x 10" framed photo of the gown or dress used for inspiration. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 24" x 30", with no height restrictions. Maximum wholesale value is \$35.00. Entry must be secure enough to withstand touching and handling by judges.

COLLEGE / PROFESSIONAL NOVICE • Theme: Quinceanera (a celebration of a girl's fifteenth birthday)

Create a Bouquet and Coordinating Hair flowers for a Quinceanera. All materials must be fresh or dried, no permanent botanicals (silks) or *props allowed. Display space is limited to 30" w x 30" d, with no height restrictions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges. You will be provided with a C 112 (6" tall and 3 3/8" diameter vase) from Syndicate Sales for the bouquet and a FloraCraft Styrofoam® head to display the hairpiece. These will be the only props allowed.

PRIZES FOR STUDENT DIVISION CATEGORIES

1st – \$100, Ribbon and Certificate

2nd – \$50, Ribbon and Certificate

3rd – \$25, Ribbon and Certificate

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

PROFESSIONAL DIVISION

Open to any floral professional with three years or more experience in the industry. Contestants may enter one or all three categories. MUST be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300 and will have designs featured in "Design Spotlight" in six 2018 issues of *The Professional Florist* magazine. He or she will also have the opportunity to represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held in October, 2018.

THEME 1: Life's Reflections

Using fresh floral product and dried materials design an easel spray to depict the life of the deceased. A plain or decorated easel is acceptable as long as it fits in the display space. All materials are permitted except permanent botanicals (silks) and no *props are allowed outside the arrangement. Display space is limited to 48" w x 48" d and no height restrictions. Maximum wholesale value of all materials including the easel is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

THEME 2: European Inspiration

Design a Biedermeier style bridal bouquet and coordinating boutonniere. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 30" w x 30" d with no height restrictions. You will be supplied with a Syndicate Sales Vase 4099-12-09 (vase is 8" tall and 4" opening) to display your bouquet. This will be the only display vase allowed. No exceptions. Maximum wholesale value of materials is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

THEME 3: Gift Table at a Wedding

Create a design for a vessel used to collect cards at a wedding. All materials permitted including permanent botanicals (silks). Display space is limited to 30" w and 30" d with no height restrictions. Maximum wholesale value of materials is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

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

SURPRISE PACKAGE! Design on the spot.

For more information download design contest packet.

PRIZES FOR PROFESSIONAL DIVISION

1st – \$100, Ribbon and Certificate

2nd – \$50, Ribbon and Certificate

3rd – \$25, Ribbon and Certificate

ACADEMY DIVISION

THEME: Set the Stage

Photo booths are a fun and popular activity at many modern weddings. Designers will create the Academy version of a "photo booth" using a floral frame. Each contestant will be assigned a theme upon registration. Arriving at GLFEE, they will be provided with a 36" x 24" wood frame made of 1" x 3" trim board along with a surprise package to incorporate into their design. Contestants will bring their own fresh flowers, foliages, dried materials, permanent botanicals, ribbons, branches, and other supplies to design their entry on site. The displays will be suspended from pipe and drape poles set up 8' tall by 6' wide. Maximum design space 7' tall by 5' wide. This is a great opportunity to show your fabulous floral designing skills and create a stunning display for all to see. A maximum wholesale value of \$150 is allotted for this project.

PRIZES FOR ACADEMY DIVISION

Prize for the Academy Division is \$300 cash, the winner's plaque and his or her name inscribed on a honorary traveling award. The Academy winner will be the featured author of six "Design Tips" in *The Professional Florist* magazine.

***Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The MFA cannot be responsible for any materials, props etc. used for the contest.*

FOR MORE INFORMATION

email Design Contest Chairman Doug Bates
AIFD, CF at dbvogts@yahoo.com or call
(269) 625-4115. To download a design
contest packet visit www.michiganfloral.org
(Great Lakes Floral & Event Expo tab.)

**YOU MUST REGISTER BY
FEBRUARY 23, 2018!**



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

Company Name: _____ Company Contact: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Web Site: _____
 E-mail: _____ Tax ID#: _____

Great Lakes Floral & Event Expo
DEVOS PLACE & THE ANWAY GRAND PLAZA HOTEL
 Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503
 Anway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503

MARCH 2-4, 2018

Limited seating is available for Design Workshops, 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 Flower Passport (four types available).

Save by registering your entire staff with the WEEKEND SHOP FLOWER PASSPORT where all your employees can come!

	Member before 1/31/18		Member after 1/31/18		Non-Member before 1/31/18		Non-Member after 1/31/18		OPTIONAL EVENTS						
	\$30	\$75	\$35	\$95	\$45	\$125	\$50	\$150	Friday	Saturday	Sunday	Sat	Sunday	TOTAL EVENTS	
Student Weekend Flower Event Pass*															
Saturday Only* Entrance to Exhibits, Main Stage, and Business Education															
Sunday Only* Entrance to Exhibits, Main Stage, and Business Education															
Weekend Flower Event Pass* Entrance to Exhibits, Main Stage, Business Education, and MFA Design Contest – Both Days															
Weekend Value Flower Event Pass Entrance to Exhibits, Main Stage, Business Education, MFA Design Contest & Saturday Night Banquet															
Weekend Shop Flower Event Pass* Weekend pass for as many employees as your shop wishes to bring															
All-Day Business Session: Which Way are You Headed?															
All-Day Business Session: Making Events Profitable															
All-Day Hands-On Session: Weddings with an Artistic Flair															
Be There or Be Square! FFA Student Certification Test Preparation															
Hands-On Session: Refined Style for the Modern Bride															
Hands-On Session: A Memorable Expression															
Hands-On Session: Tablescapes															
President's Reception, Banquet, and Awards Ceremony															
Hands-On Session: Wedding Bouquets, What Mechanic?															
Hands-On Session: Not your Grandma's Terrarium															
Hands-On Session: Signature Style															
Business Session: I Got On TV. Now What?															
Business Session: But Can Google Find You?															
Business Session: Blogging for Dollars															
TOTAL EVENTS															

*Does not include any optional events!

Best Buy

Attach an extra sheet if more room is needed

Use your Credit Card (circle one)

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

ALL FEES ARE STRICTLY NON-REFUNDABLE.

REGISTRATION TOTAL Check Credit Card

REGISTER BY 1/31/18
 For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

Business Card and Tax ID required for registration. After Monday, February 26, 2018, bring registration and payment to the Expo for onsite registration.

Please enclose or attach to form AND be prepared to present at the door. REGISTRATION FEES ARE NOT REFUNDABLE! 12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)

Stay the Weekend!
 HOTEL RESERVATIONS: Please call the Amway Grand Plaza Hotel direct at 616-776-6450, (800) 253-3590. We have a special guaranteed rate of \$139.00 per night, single/double. Mention that you are with the Michigan Floral Association group block. Reservations must be made prior to 2/04/18 to be insured this rate.

Mail to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 If you want to fax please call (517) 575-0110 for Faxing instructions.

Look who's already signed up to Exhibit at the expanded 2018 GLFEE Trade Show!



You won't want to miss this chance to visit with your favorite vendors all under the same roof.

Trade Show Hours:

Saturday, March 3

10:00 a.m. - 4:30 p.m.

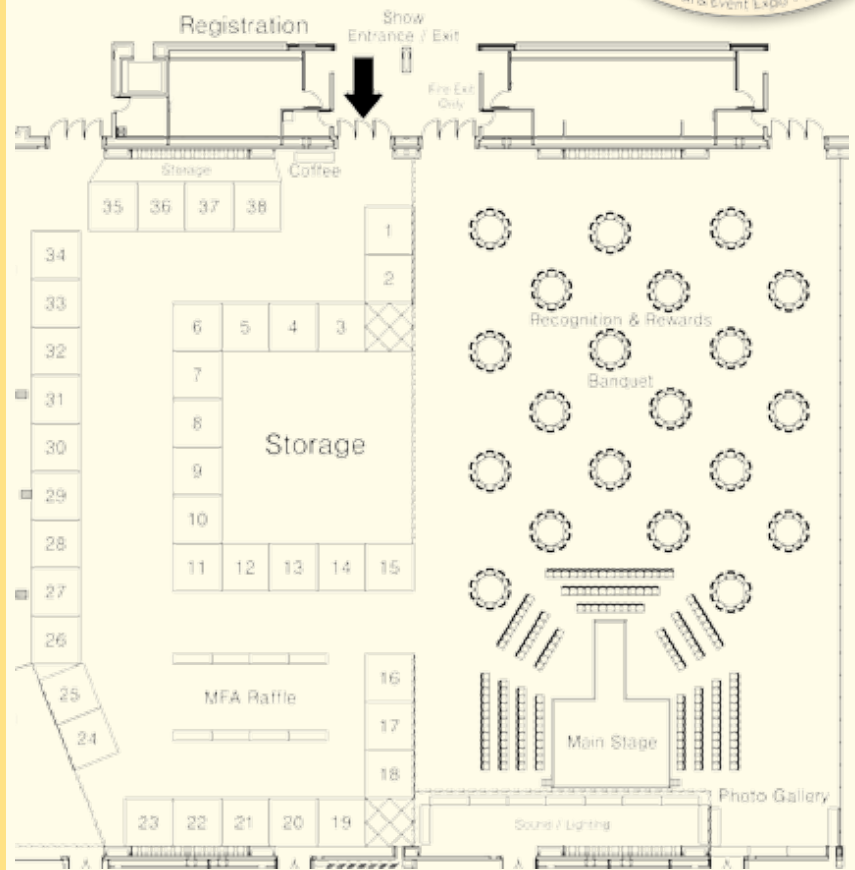
and 5:30 p.m. - 6:30 p.m.

Sunday, March 4

11:00 a.m. - 2:30 p.m.

2018 Exhibitors as of 12/1/17

(alphabetical): Alice's Christmas Elves, BloomNet/Floriology, Connie Duglin Linen, Crocket Myers & Associates, DWF, Detail Flowers, Event Source, FloristWare, Flower Shop Network, Hyacinth House, Mayesh Wholesale, Multi Packaging Solutions, Nordlie Floral, A Kennicott Brothers Company, Smithers Oasis, Strider, Teleflora



2018 Gold Exhibitor Sponsors as of 12/1/17



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2018 MFA EXHIBITOR SPONSORSHIP PACKAGE OPPORTUNITIES!

Gold Sponsor Package

\$1299

(\$2333.00 Value SAVE \$1034.00)

- * Business Card 6 issues
Professional Florist: \$240
- * Link on michiganfloral.org
GLFEE & Partners page: \$600
- * Convention Booth: \$695
- * Full Page Convention Program Ad: \$500
- * 2 Extra Weekend Passes: \$298 (4 total)

Silver Sponsor Package

\$1099

(\$1684.00 Value SAVE \$585.00)

- * Business Card 6 issues
Professional Florist: \$240
- * Link on michiganfloral.org
Partners Page: \$300
- * Convention Booth: \$695
- * 1/2 Page Convention Program Ad: \$300
- * 1 Extra Weekend Pass: \$149 (3 total)

Bronze Sponsor Package

\$899

(\$1444.00 Value SAVE \$545.00)

- * Link on michiganfloral.org
Partners Page: \$300
- * Convention Booth: \$695
- * 1/2 Page Convention Program Ad: \$300
- * 1 Extra Weekend Pass: \$149 (3 total)

Exhibitor registration is still open.

Visit www.michiganfloral.org (Great Lakes Floral & Event Expo tab) or call Rod at (517) 575-0110 and register to exhibit today.

DESIGNERSPOTLIGHT

An Arrangement for All Occasions

BY DAVE PINCHOCK OF
VOGT'S FLOWERS,
FLINT, MICHIGAN,
2017 MFA DESIGNER OF THE YEAR

This three tiered votive candleholder can be promoted as a fresh flower gift or for use on a banquet table. The three small arrangements have a strong vertical line to accent the candleholder. The color palette is an extended analogous range of violet to green using beautiful blue delphinium and blue to red-violet ranunculus. The heavy and soft greens bring more texture. ✿



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PROFESSIONAL EDUCATION

INTRODUCTION TO FLORAL DESIGN

12 Week Course

Instructor: Cindy Ching, AIFD, CF

Wednesday evenings
April 18 - July 18, 2018

Time: 6:00 p.m. to 9:00 p.m.
Member \$1000 * Non-Member \$1250
Includes all flowers and supplies
Go to www.michiganfloral.org
for complete course information.

INTERMEDIATE FLORAL DESIGN

12 Week Course

Instructor: Cindy Ching, AIFD, CF

Thursday evenings
April 19 - July 19, 2018

Time: 6:00 p.m. to 9:00 p.m.
Member \$1250 * Non-Member \$1500
Includes all flowers and supplies
Go to www.michiganfloral.org
for complete course information.

WEDDING TRENDS AND TECHNIQUES

How to Survive the Pinterest Bride

Tuesday, March 20, 2018
Time 6:00 p.m. - 8:30 p.m.

Member \$50.00 * Non-Member \$75.00
Includes all flowers and supplies

Learn how to work with brides who come to you with a huge portfolio of Pinterest designs. We will discuss consultations and contracts, how to design the current trends in bridal bouquets, and how to handle delicate flowers and foliage. Learn the structural techniques that can help make your wedding work more profitable. Students will make two bouquet styles to take home. Bring a floral knife, pruner, wire cutter scissors and a needle-nose pliers.

LOCATIONS:

- Walker, Michigan
Kennicott Brothers Company, 1858 Three Mile Road NW
Instructor: Skeeter Parkhouse
- Warren, Michigan
Nordlie, a Kennicott Company, 25300 Guenther Road
Instructor: Jerry Baker, CF
- Flint, Michigan
DWF, 5100 Exchange Drive
Instructor: Laura Parker AIFD, CF

Go to www.michiganfloral.org for complete course information.

Download registration forms, register on line at www.michiganfloral.org or call Cindy at (517) 575-0110.



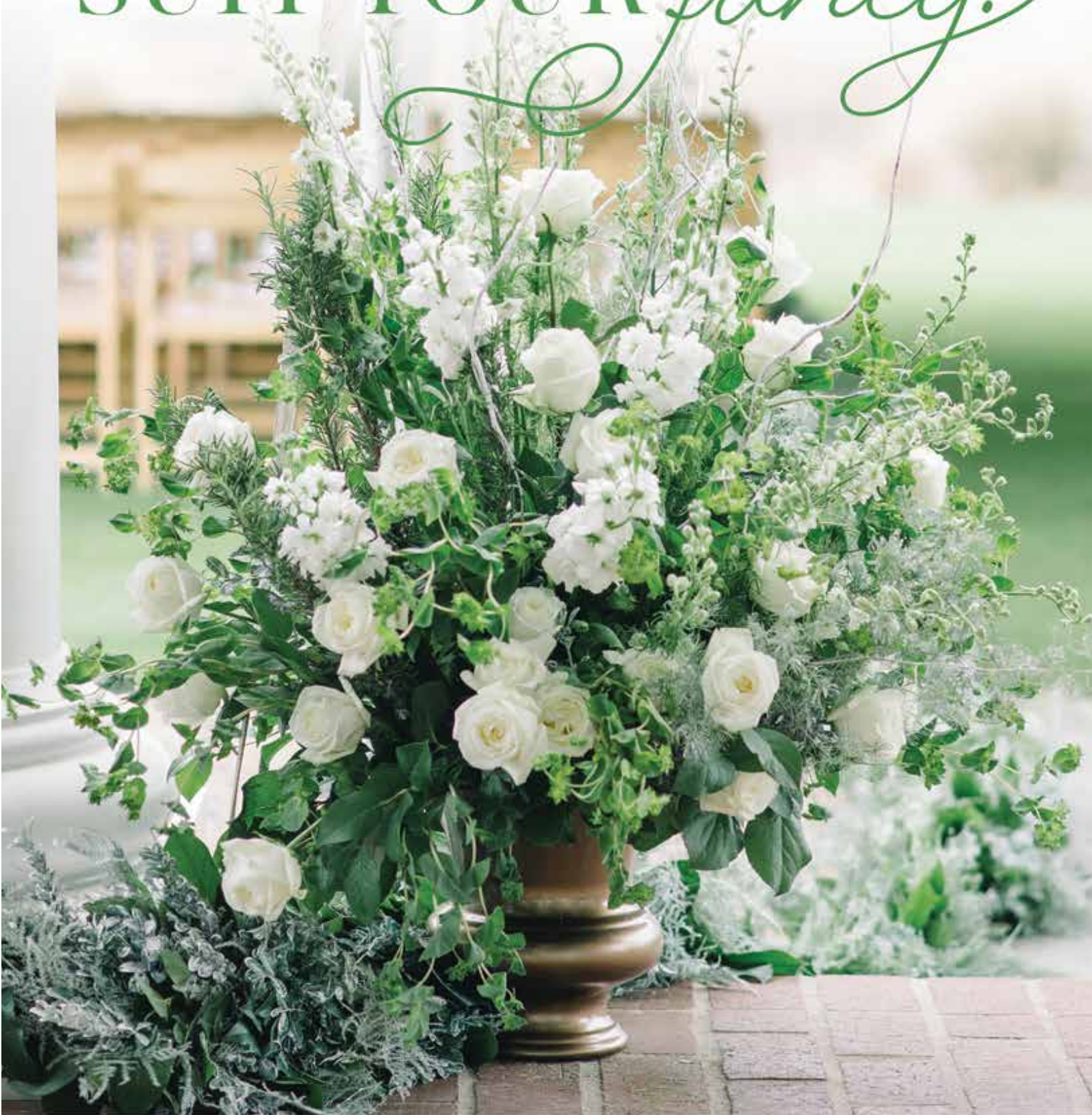
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DESIGN TIP

Creating Colorful Party Designs

BY DEANA GRESS, CF, NORTON'S FLOWERS AND GIFTS, YPSILANTI/ANN ARBOR, MI, 2017 MFA ACADEMY WINNER

Here is a colorful idea for your next party or event using midollino and flex tubing.

First attach two pieces of midollino using floral tape to make it longer. Insert it into the flex tubing, inching it along.

Then construct the bright, colorful arrangements using gladiolas, carnations, statice and green button pompons.

When all flowers are in, add small pieces of flex tubing to make loops around the base. Finish by wrapping the longer midollino pieces throughout the glads. ✿



Dwight Larimer Inducted into MFF Hall of Fame



Dawn Larimer, Dwight Larimer AAF, PFCI, and Bob Patterson MFF Chairman pose for the camera.

Floral industry members gathered to honor Dwight Larimer AAF, PFCI, at his induction into the Michigan Floral Foundation Hall of Fame. The dinner event was held at Michigan State University's University Club in East Lansing, Michigan.

For over 40 years, Larimer has contributed to the success of many floral organizations including the Society of American Florists, the Wholesale Florist and Florist Supplier Association, the American Floral Endowment and the Floral Marketing Research Fund.

Among his many honors are the WF&FSA Leland T. Kinzele Award, SAF's Paul Ecke Jr. award and the Michigan Floral Association's National Service Award. In the past he has served as president of WF&FSA, SAF treasurer, and as a member of the AIFD artist in residence committee. Currently he is chairman of American Floral Endowment board of trustees, and chairman elect of the Floral Marketing Research Fund.

His career in the industry began at W.J. Cowee Inc., Berlin, NY and has culminated as president of Design Master color tool Inc., Boulder, Colorado. For 12 years he has made a commitment to fighting cancer and supporting AIDS research by participating in long distance bike rides.

Among those dignitaries attending the event were former MFF Hall of Fame inductees Harrison "Red" Kennicott III AAF, Robert Friese AIFD, and Kathy Petz AAF, CF, PFCI. Dinner sponsors included Teleflora, Nordlie Grandville, a Kennicott Company, Eastern Floral, Ludema's Floral & Garden, and Gaudreau the Florist.

To make a donation to the MFF in Dwight's name or for any other occasion please follow this link <https://connect.computility.com/f/index.php> or call Michigan Floral Foundation at (517) 575-0110 or email rod@michiganfloral.org. You can also send check to the Michigan Floral Foundation, PO Box 67, Haslett, MI 48840. ✨



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FINDING THE GREEN
WUMFA 2018

WUMFA

It's Time for the WUMFA Convention

BY DENISE BARNETT, WUMFA PRESIDENT



It's time...a truly limited resource we can never get back, once spent (or wasted) it's gone forever. We all claim we don't have enough of it. It's extremely valuable and we constantly search for ways to maximize it.

What if there were ways to spend your time and reap maximum return on your investment?

For us, one way to do so is the annual WUMFA Convention. We leave our shop and families and head out for a weekend with like-minded professionals. And we invest financial resources to do so.

Why? Simple: The benefits outweigh the costs.

Here are five ways we can save money, reduce our stress and even regain time:

- 1. Move from flower arranger to floral designer/artist.** Yep, that's what those design sessions teach. And we all know that art and design command a higher value. Teaching your clientele that you design and create fresh, floral art arrangements with a unique style sets you apart from the competition and can increase your price/value. Already there? Bring your junior staff and help them get there too.
- 2. Spend smarter.** Business sessions from marketing to finance have helped us make better purchasing decisions, be smarter about our cash flow and learn how to analyze our wire business for maximum profitability. Now, if you're already an expert in all three of these, simply move on...
- 3. Know your vendors.** Are you getting the best products for your clients at a competitive price? Do you know where to turn for unique,

one-off requests on short notice? Our vendor partners support and exhibit at the convention each year, showcasing amazing fresh and hard goods. From brand new on the market to tried and true customer favorites, you can speak one-on-one with sales reps who will help you choose the best products for your clientele.

4. Shortcuts. How many times have you said to yourself and your team: "There's got to be a better way?" At the convention we've picked up countless tips, tricks and shortcuts that have made us say "why didn't we think of that!" Here's one for you: When you need to set up folding tables for additional workspace, a cheap (\$5) set of plastic bed risers will save your aching back by raising those tables to a much more comfortable working height. They are also great to take along when going to classes where you'll be working at folding tables. (*You're welcome!*)

5. Networking with our fellow professional florists. Don't think there's value in this? Well, when you're looking at a busy wedding weekend, it's a homecoming in your surrounding area and you are in desperate need of another pair of trained hands. Being able to pick up the phone and call a floral friend from a couple of counties away (whose homecoming is already over) to come help is PRICELESS!

Flip through the magazine, check out the amazing articles, and then circle back to the WUMFA Convention schedule. What can you learn, who can you meet, how can you improve your business for 2018? The committee has put together a fantastic lineup to choose from and, thanks to feedback from 2017 attendees, a new layout this year will make moving around the facility even easier. It's time.

Looking forward to seeing you there! ✿

DESIGN PRESENTERS



LISA BELISLE AIFD, ICPF has a complete background in the floral industry. During the last twenty years, she has participated in every part of the industry including management, wholesale flower sales, exporting New Zealand-grown flowers, coordinating shipping, and owning her own business. Today, her passions are continuing her own education, teaching beginner floral design and creating arrangements for corporate showrooms. Her style is adaptive and she loves to create pieces infused with Mother Nature using compelling earth elements and lines.



LOANN BURKE, AAF, AIFD, PFCI, is an award winning floral designer and event specialist with Furst the Florist in Dayton, Ohio. She has over 30 years of experience in the floral industry. In 2015, she won the SAF Sylvia Cup Design Competition. A highly sought after speaker and designer, she presents product demonstrations, hands-on workshops, and design seminars throughout the country for retailers, wholesalers, garden clubs and civic organizations. She is a design director for Smithers-Oasis, past president of the North Central Chapter of AIFD and serves as the region's representative to the AIFD National Board.



CAROLYN MINUTILLO AIFD, EMC, has been in the floral industry for over 30 years and is the owner and principal designer at her shop, Lavender Hill. She also serves as an AIFD Certified Floral Evaluator and in 2013 won the Bobbi Cup. She frequently hosts small groups of designers and individuals for topic specific hands-on design camps at her shop and has been a contributing designer for *Floral Design Magazine* in New Zealand. Growing a business from being home based into a retail location with employees, allows her to understand the challenges of many shop owners and designers.



PAM BORGARDT began her floral journey at age 16 as a store clerk in a flower shop and throughout the next 30 years shared her talents at various shops and garden centers. Along the way she has been a featured designer at many wholesalers across the country. She has earned various awards at the Milwaukee Art Museum's annual Art in Bloom, including achieving the Iron Designer designation. Recently, she joined the team at Rojahn & Malaney Company as lead buyer, educational specialist and sales associate in hard goods and decorative accessories.



DEBORAH DE LA FLOR AIFD, PFCI, FTD Education Consultant, is known for her talent and innovative style. For more than 30 years, her passion for flowers has taken her around the world and allowed her to share her love for the floral industry through design presentations, seminars, competitions and commentary. Her many accolades include Florida State Designer of the Year and winner of the FTD Great Masters Design Competition Interflora World Cup. She has also added AIFD Certified Floral Evaluator/Judge to her list of accomplishments. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.



JENNY THOMASSON AIFD, EMC, PFCI started in the floral industry at a part time job during college. At the age of 22, she opened her shop Stems. Known as a top wedding and special event florist, Stems received The Knot best of weddings award in 2007 and 2012 through 2015. In 2015 the shop joined The Knot Hall of Fame. Stems won the wedding wire couples choice award from 2010 to 2015. During a year long process she studied and pursued the prestigious European Master Certification (EMC) designation under the direction of Tomas De Bruyne and Hitomi Gilliam. She also is a Teleflora Education Specialist.



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

BUSINESS PRESENTERS



RYAN FREEMAN has spent the past 23 years helping small businesses grow through online marketing. As the 5th generation at Martin's, the Flower People in Toronto, he helped guide his family business into the online age. He has worked with hundreds of florists around the world, and is a frequent speaker at florist industry events. Ryan is the president of Strider Search Marketing, a Google Partner online marketing agency, and publisher of *Canadian Florist* magazine.



DERRICK P. MYERS CPA, CFP, PFCI has developed financial strategies which have proven instrumental in increasing the profitability of many florists. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business. Working with the floral industry since 1983, he has also perfected his "Floral Analysis Program" which breaks down and analyzes financial statements in such a way that he can show the florist owner exactly where to focus their time and energy to reduce costs and increase profits. Derrick and Crockett Myers & Associates, Inc. currently work with over one hundred florists on a monthly basis, providing full accounting, business consulting and tax services.

2018 WUMFA Convention Sessions

Friday, April 6, 2018

**ALL DAY HANDS-ON WORKSHOP:
 A Perfect Union...Greens and More 'Green'**

Presented by Pam Borgardt
 Sponsored by the Wisconsin Florist Foundation
 Friday, April 6, 2018
 Time: 9:30 a.m. to 4:30 p.m.
 Location: Room 3101 • *Additional fees apply. Bring your own tools.*



Wisconsin Florist Foundation

Wedding floral design is always evolving. Foliage has become an integral part of this evolution. Embrace the resurgence of flowing creative foliages, blooms and restructured designs in wedding styling. Pam will spark your imagination and take you through mechanics, materials and mastery to give you that creative edge. Along with your hands-on wedding design projects, Pam will share her profitable "green" savings tips from floral consultation to event completion. With 30 years experience in the wedding floral industry, she has seen trends come and gobut GREAT DESIGN never goes out of style. Renew, Refresh and Retool your skills to tackle the wedding season and bring home so much more of "The Green".

Saturday, April 7, 2018

**BUSINESS SESSION:
 Hidden Treasures: Finding the Gold in your Business**

Presented by Derrick Myers CPA, CFP, PFCI
 Sponsored by Crockett Myers & Associates
 Saturday, April 7, 2018
 Time: 9:00 a.m. to 9:55 a.m.
 Location: Grand Ballroom



Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.

**MAIN STAGE DESIGN SHOW:
 Expand Your Sales by Branding Your Designs**

Presented by Carolyn Minutillo AIFD, EMC
 Sponsored by Creative Co-op
 Saturday, April 7, 2018
 Time: 10:15 a.m. to 11:15 a.m.
 Location: Rooms G, H, I



This program will show not only how products can stand alone as an individual sale, but how they can be a feature within a floral design. Learn how items can be up sold and branded, who target clients are, and the best strategy for promoting complete gifts. Make your designs stand out by incorporating gift items in home decor, weddings and even funeral work. Carolyn will create unique designs using Creative Co-op products to increase the perceived value of each component of the overall design bringing more attention to each element.

**MAIN STAGE DESIGN SHOW:
 Head to Toe...Reimagined Personal Flowers for Today's Special Occasions**

Presented Loann Burke AAF, AIFD, PFCI
 Sponsored by Smithers-Oasis
 Saturday, April 7, 2018
 Time: 12:30 p.m. to 1:30 p.m.
 Location: Rooms G, H, I



Reimagine how to make body flowers fresh and contemporary. Join Loann as she shows you new concepts in flowers to wear. From proms to weddings learn how to apply new ideas and techniques. Flowers can be worn on hats, on headbands, as necklaces and as decorations on purses and shoes. You will see the latest products from Smithers-Oasis that will add style and form to your designs. Don't miss this high energy program filled with unexpected twists and turns. Join in the celebration from Head to Toe!

**HANDS-ON WORKSHOP:
Out of the Box Bouquets**

Presented by Jenny Thomasson AIFD, EMC, PFCI
Sponsored by Teleflora
Saturday, April 7, 2018
Time: 1:30 p.m. to 3:30 p.m.
Location: Room 3101 • *Additional fees apply. Bring your own tools.*



This workshop will focus on European styled hand tied bouquets, hanging bouquets, armature bases and intricate mechanics. Jenny will show you how different mechanics can make your designs unique and Out of the Box. Everyone will leave with two bouquets. A workshop you don't want to miss!

**BUSINESS SESSION:
Recipe for Marketing Success**

Presented by Ryan Freeman
Sponsored by Strider Search Marketing
Saturday, April 7, 2018
Time: 1:45 p.m. to 2:45 p.m.
Location: Grand Ballroom



What are the essential ingredients for your marketing mix in 2018? Are you overwhelmed trying to market your business? Every day brings a new social media channel or online tool. Every salesman has the perfect new gadget or app to solve your problems. Every ad on Facebook promises the latest and greatest thing. But the reality is that we only have so many dollars to spend, and limited hours to invest.

How many social media platforms does a person have to learn? Where are the best, the essential places to invest your precious time and money? This session will outline the core elements of a modern marketing mix to get you the best return on your advertising investment.

**MAIN STAGE DESIGN SHOW:
WUMFA Design Contest Run Off**

Sponsored by Wisconsin Florist Foundation
Saturday, April 7, 2018
Time: 3:45 pm. to 4:30 p.m.
Location: Rooms G, H, I



Watch this exciting professional design competition that will take place on the main stage where the top three floral designers from the Professional Division will compete against each other head to head. The designer who gets the most points will be the WUMFA annual design contest winner.

Sunday, April 8, 2018

**HANDS-ON WORKSHOP:
Head to Toe...Reimagined Personal Flowers for Today's Special Occasions**

Presented by Loann Burke AAF, AIFD, PFCI
Sponsored by Smithers-Oasis
Sunday, April 8, 2018
Time: 8:00 a.m. to 10:00 a.m.
Location: Room 3101 • *Additional fees apply. Bring your own tools.*



In this workshop learn to how to create exciting personal flowers for all kinds of special occasions including parties, weddings and proms. Loann will help you design flowers to wear in your own personal style that will be sure to wow. Learn all the latest techniques and trends featuring reimagined flowers to wear and including all of the latest new products from Smithers-Oasis!

**BUSINESS SESSION:
A Sustainable Floral Career**

Presented by Lisa Belisle AIFD, ICPF
Sponsored by Flora Elements
Sunday, April 8, 2018
Time: 8:30 a.m. to 9:30 a.m.
Location: Grand Ballroom



Proms, Mother's Day, Wedding Season...Whew! In this session, Lisa will share how to maintain and expand your energy while you prepare for holidays and special events. There are plenty of quick and easy ways to ensure that you are a priority and can sustain your career long term. Learn how to apply these concepts to your new employees so you can be confident in running a business supported by employees who are motivated.

**MAIN STAGE DESIGN SHOW:
European Wedding Style**

Presented by Jenny Thomasson AIFD, EMC, PFCI
Sponsored by Teleflora
Sunday, April 8, 2018
Time: 10:00 a.m. to 11:00 a.m.
Location: Rooms G, H, I



Learn about forward thinking wedding and event designs at this program showcasing diverse applications and techniques. See how to build up the scene from beginning to end, finishing with a full scale ceremony and reception decor. Throughout this design show Jenny will show you how to make outstanding European Out of the Box designs.

**BUSINESS SESSION:
Eventology: The Science of Profitable Events**

Presented by Derrick Myers CPA, CFP, PFCI
Sponsored by Crockett Myers & Associates
Sunday, April 8, 2018
Time: 11:30 a.m. to 12:30 p.m.
Location: Room G, H, I



Creating a profitable event package isn't magic...it's science. It requires solid pricing formulas that factor in all the unexpected costs that pop up when you least expect them. Floral industry financial expert Derrick Myers and his alter ego "The Professor" will explain how it's done in this lighthearted but fact-filled lesson in the science of Eventology. You'll learn: event pricing formulas that guarantee profitability, ways to ensure you're paid for delivery, setup, teardown, what you need to know about each venue before you price the job, from Pinterest to reality, and is DIY worth your time.

**MAIN STAGE DESIGN SHOW:
Weddings with Personality**

Presented by Deborah De La Flor AIFD, PFCI
Sponsored by FTD
Sunday, April 8, 2018
Time: 2:30 p.m. to 3:30 p.m.
Location: Room G, H, I



Wedding trends are constantly changing, and most brides want to keep up with the latest trends. Every bride has her own personality and unique perception of what she wants to see on her wedding day. Deborah will show you how to compel your bride to communicate her ideas and vision to help you interpret what she wants for her one of a kind event. In this program, she will present the latest in wedding styles, colors and trends, as well as what she predicts for the upcoming year. You want your wedding business to flourish all year long. Keeping up with the latest trends helps. An enthusiastic sales pitch and quality design work are very important too, but it never hurts to have that little something extra. Deborah shares her common sense business tactics for winning wedding business. Learn simple easy tips to make you stand out from the crowd and give you the winning advantage every time!

**FLOWER CHOPPED
So You Want to be a Designer!**

Commentated by Kurt Jorgenson
Time and date to be announced

Don't miss this exciting event. Experienced designers will be paired with folks in the industry who have no design experience. Watch as these novice designers are coached to create one of a kind floral works of art on stage.

2018 WUMFA Design Contest

Check-in times: Saturday from 8:00 a.m. to 11:30 a.m.



The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn and evolve as a designer. This year as we focus on sustainability, you will apply your creativity to turning recyclables into treasures. Winning competitors will be acknowledged at the Sunday luncheon and in *The Professional Florist*.

PROFESSIONAL DIVISION WINNER

In order to become the 2018 WUMFA professional division winner, designers must enter all three professional division categories. The three individuals with the highest cumulative points from these categories will be selected as finalists to earn the chance to compete in a spontaneous surprise package competition. The names of the three finalists will be posted at the WUMFA registration desk in alphabetical order upon completion of the judging. The three finalists will have one-half hour on the main stage starting promptly at 3:45 p.m., Saturday, April 7, 2018, to create the spontaneous surprise package design. The three contestants will meet at 3:30 p.m. at WUMFA registration desk.

The design contest committee will select all the materials in advance. Finalists are responsible for their own tools: (knife, wire cutter, scissors, pruner, needle-nose pliers). Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the surprise package competition will be the winner. He or she will be announced at the luncheon on Sunday in the Grand Ballroom and will receive \$ 150.00, and the coveted title of 2018 WUMFA Professional Division Winner.

STUDENT DIVISION HIGH SCHOOL

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

For this going green arrangement, you will design a weekly corporate arrangement for a farm-to-table restaurant to be placed on a 40" x 40" rustic, wooden table. Create an arrangement using a recyclable container. You may use a maximum of three hard goods. You may only utilize three types of flowers and three types of foliage. Your display space is limited to 24" wide by 24" long and 48" high. Wholesale value is not to exceed \$35. *

COLLEGE / TRADE SCHOOL NOVICE DIVISION

THEME: Garden Goddess Necklace

Create a necklace for a 12-year-old birthday girl who wants to be a garden fairy. Construct the base of the necklace with metallic wire and cover or enhance it as you wish, keeping in mind to use only fresh or recycled items. Hint, hint! Computer parts are a great idea. The birthday girl specifically requested to have a new type of flower in the focal area. This you will create out of deconstructed flowers. You have a limit of \$35 wholesale. Props to display the necklace are allowed.*

**Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges. No permanent botanicals (silks) are allowed. No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

PROFESSIONAL DIVISION

THEME 1: Sustainable structures

Create a structural centerpiece for an *Architectural Digest* gala that is celebrating a new "Green City." The emphasis should be on sustainability with a modern edge. The centerpieces will be placed on a 72" round table that will be set for our very own gala on Saturday. The centerpiece must be practical for a dinner party. To specify, the piece should not restrict views and/or conversations. The display space is limited to 20" long by 20" wide with no height restrictions. You have a limit of \$85 wholesale. No permanent botanicals (silks) are allowed. *

THEME 2: Re-use Recycle Upcycle

Create an arrangement with a European flair for an upscale retail business. Utilize recycled items. You must use at least two items that are recycled and/or reused. The display space is limited to 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. No permanent botanicals (silks) are allowed.*

THEME 3: Eco-conscious Bride

Create a bridal bouquet in an armature for an eco-conscious bride. The shape and size of the armature are yours to determine; however, keep in mind that it should be for a bride that is 5'9" tall and is wearing the Cecilia Grace wedding gown titled "Zora." Visit <https://www.cecilia-grace.com/collections/wedding-dress/products/open-back> for a photo of the gown. The bride requested that the bouquet includes one fresh item that can be removed and grown as a keepsake. Permanent botanicals may be used for the armature, but please provide a receipt. You have a \$75 wholesale limit. You will be given a Syndicate 4009 vase to display your bouquet.*

**Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges. No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

ACADEMY DIVISION

THEME: Mother Nature Sustains

A local Wisconsin winery is hosting a humanitarian and philanthropist garden party for charity and they are seeking your interpretation of harvest table décor. Create a sustainable tablescape for the center of an 8' rectangular banquet table. The design must be sustainable in two ways. First, it can have no direct water source such as a vase or foam. Secondly, the hard goods must be recycled items. Your perishable items are not limited. This includes flowers, foliage, fruit, vegetables, branches, plants, and succulents. You have a \$90 wholesale limit. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges.

PRIZES FOR ALL CATEGORIES AND THEMES:

First Place: \$100, Ribbon, and Certificate

Second Place: \$50, Ribbon, and Certificate

Third Place: \$35, Ribbon, and Certificate

Professional Division Winner

\$150.00 and Certificate

Academy: \$250.00 and Certificate

Download contest packet at www.wumfa.org. If you have any question contact

Lisa Belisle AIFD, ICFP at (262) 744-1553 or email: Lisa@floraelements.com.

You can also contact the WUMFA office at (517) 253-7780.



2018 WUMFA CONVENTION SCHEDULE AT A GLANCE

FRIDAY, APRIL 6, 2018

9:00 a.m.-8:00 p.m.	Registration Desk Open	Grand Lobby
9:30 a.m.-4:30 p.m.	All Day Hands-On Session A Perfect Union...Greens and More 'Green' Pam Borgardt Sponsor: Wisconsin Florist Foundation	Room 3101
6:00 p.m.-8:00 p.m.	Trade Show Reception	Rooms C, D, E, F

SATURDAY, APRIL 7, 2018

8:00 a.m.-5:00 p.m.	Registration Desk Open	Grand Lobby
8:00 a.m.-11:30 a.m.	Design Contest Registration	Grand Lobby
9:00 a.m.-9:55 a.m.	Business Session Hidden Treasure: Finding the Gold in Your Business Derrick Myers CPA, CFP, PFCI Sponsor: Crockett Myers & Associates	Grand Ballroom
10:15 a.m.-11:15 a.m.	Main Stage Design Show Expand Your Sales By Branding Your Designs Carolyn Minutillo AIFD, EMC Sponsor: Creative Co-Op	Rooms G, H, I
11:00 a.m.-6:00 p.m.	Trade Show Open	Rooms C, D, E, F
11:00 a.m.-6:30 p.m.	Raffle Open	Grand Lobby
11:00 a.m.-12:30 p.m.	Trade Show Only Shopping Time	Rooms C, D, E, F
12:30 p.m.-1:30 p.m.	Main Stage Design Show Head to Toe: Reimagined Personal Flowers for Today's Special Occasions Loann Burke, AAF, AIFD, PFCI Sponsor: Smithers-Oasis	Rooms G, H, I
1:30 p.m.-3:30 p.m.	Hands-On Session Out of the Box Bouquets Jenny Thomasson AIFD, EMC, PFCI Sponsor: Teleflora	Room 3101
1:45 p.m.-2:45 p.m.	Business Session Recipe for Marketing Success Ryan Freeman Sponsor: Strider Search Marketing	Grand Ballroom
2:00 p.m.-6:30 p.m.	Design Contest Open for Viewing	Grand Lobby
2:45 p.m.-3:45 p.m.	Trade Show Only Shopping Time	Rooms C, D, E, F

3:45 p.m.-4:30 p.m.	Main Stage Design Show The Professional Designer of the Year Run Off	Rooms G, H, I
6:30 p.m.-7:00 p.m.	Networking Reception	Grand Ballroom
7:00 p.m.-9:00 p.m.	Banquet	Grand Ballroom

SUNDAY, APRIL 8, 2018

7:30 a.m.-4:30 p.m.	Registration Desk / Book Fair Open	Grand Lobby
8:00 a.m.-3:30 p.m.	Design Contest Open for Viewing	Grand Lobby
8:00 a.m.-10:00 a.m.	Hands-On Session Head to Toe...Reimagined Personal Flowers for Today's Special Occasions Loann Burke, AAF, AIFD, PFCI Sponsor: Smithers-Oasis	Room 3101
8:00 a.m.-12:30 p.m.	Raffle Open	Grand Lobby
8:30 a.m.-9:30 a.m.	Business Session A Sustainable Floral Career Lisa Belisle AIFD, ICPF Sponsor: Flora Elements	Grand Ballroom
10:00 a.m.-11:00 a.m.	Main Stage Design Show European Wedding Style Jenny Thomasson AIFD, EMC, PFCI Sponsor: Teleflora	Rooms G, H, I
11:30 a.m.-12:30 p.m.	Business Session Eventology: The Science of Profitable Events Derrick Myers CPA, CFP, PFCI Sponsor: Crockett Myers & Associates	Rooms G, H, I
11:30 a.m.-12:30 p.m.	Trade Show Open	Rooms C, D, E, F
12:30 p.m.-1:30 p.m.	Annual Meeting, Lunch Served	Grand Ballroom
1:30 p.m.-3:30 p.m.	Raffle Open	Grand Lobby
1:30 p.m.-2:30 p.m.	Trade Show Only Shopping Time	Rooms C, D, E, F
2:30 p.m.-3:30 p.m.	Main Stage Design Show Weddings With Personality Deborah De Le Flor, AIFD, PFCI Sponsor: FTD	Rooms G, H, I
3:45 p.m.-4:15 p.m.	Auction	Rooms G, H, I
4:15 p.m.	Raffle Winners Available	Grand Lobby

WUMFA would like to thank our fine convention sponsors!





**FINDING THE GREEN
WUMFA 2018**

WUMFA 2018 Annual Convention Registration Form

April 6-8, 2018 • Chula Vista Resort • 2501 N. River Road • Wisconsin Dells, WI 53965

Shop Name _____ Phone _____
 Submitted By _____ Fax _____
 Address _____ E-mail _____
 City/State/Zip _____ Alternate Contact Number _____
 Mail to WUMFA, P.O. Box 67, Haslett, MI 48840, or scan/take picture and email to: cindy@michiganfloral.org

All employees from the same shop may register on the same form. Please print clearly, and list e-mail addresses for attendees when possible. These will be used to confirm attendance and inform attendees of important on-site information. Please duplicate this form as necessary.

Volunteering: If you are interested in volunteering your time on-site, please call (517) 253-7730.

Discounts: After the first five registrants, a \$79 weekend pass reduced rate applies for weekend passes.

Students: Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.

Cancellation Policy: Requests for refunds must be received by March 9, 2018 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 9, 2018 will not be refunded.

	Member	Non-Member (To become a member, visit WUMFA.org)	Saturday Only			Saturday Only – Student			Sunday Only			Sunday Only – Student			Sat/Sun Weekend Pass			Sat/Sun Weekend Pass Student			Optional Events			WUMFA Design Contest Circle Themes to Enter 1 2 3 \$10 Preregister Each Theme or \$15 Each at Door	TOTAL ALL EVENTS
			Includes Entrance to Exhibits, Main Stage, and Business Sessions	Includes Entrance to Exhibits, Main Stage, and Business Sessions	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch			
1.		\$60	\$90	\$20	\$30	\$79	\$119	\$30	\$45	\$99	\$149	\$50	\$75	\$199	\$299	\$59	\$49	\$49	\$59	\$59	\$10ea				
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If you would like to volunteer please contact the WUMFA office at (517) 253-7730.			REGISTRATION TOTAL <input type="checkbox"/> Check <input type="checkbox"/> Credit Card																						

HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Call (877) 436-3413 or direct (608) 254-1628 to make a reservation.

Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to ensure the rate of \$95.00 + taxes per night by March 23, 2018. Reservation must be made to ensure the group rate.

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WUMFA EDUCATION

Body Flowers and Jewelry!

Instructor: Lisa Belisle AIFD, ICPF

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

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

In a flower shop making wrist corsages and boutonnieres on demand creates a challenge for most designers. The designer is challenged to make them in a short period of time, to be creative with a stretch band that looks like it should be part of granny pants and to provide a distinctive flair so that the customer knows the corsage or boutonniere is one of a kind. Join Lisa for an evening of hands-on creativity. You will make all of your own jewelry pieces including two corsages with boutonnieres to match. Lisa will show ways to make composite flowers using cold glue and present examples of intricate pieces she has made while giving tips to expand your creative process. Each piece of jewelry will be uniquely yours.

Bring your own tools: knife, pruners, scissors, wire cutters, and needle nose or jewelry pliers.

DATES AND LOCATIONS:

Tuesday, February 27: Bill Doran Company
1739 W. St. Paul Ave., Milwaukee, WI

Wednesday, February 28: Bill Doran Company
1255 Bellevue St., Green Bay, WI

Tuesday, March 6: Bill Doran Company
4710 Pflaum Rd., Madison, WI

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Study Shows Benefits of Longevity Guarantees

Guarantees are used in many different industries to attract consumers to purchase various products, but they are rarely used in the floriculture industry.

Longevity guarantees can reassure consumers who are unfamiliar with cut flowers and persuade people to try new types of floral products.

In a special AFE public benefits research report, consumer preferences for longevity guarantees on flowers were examined, including: willingness to pay for longevity guarantees, preference for longevity labels on cut flowers and preferences for redeeming longevity guarantees.

The study, "Longevity Guarantees: Consumer Preferences for Guarantees," was conducted by Chengyan Yue, Ph.D, at the University of Minnesota, with support from Alicia Rihn, Bridget Behe, Ph.D at Michigan State University and Charles Hall, Ph.D at Texas A&M University.

The study focused on determining consumer attitudes and receptiveness towards cut flower longevity guarantees. The research also revealed the best ways floral shops can implement these guarantees.

Consumers Want Guarantees: Seventy-six percent of participants in the study indicated that a longevity guarantee in flowers would influence their purchasing decisions. Participants believed that guarantees would also help shops build a positive reputation. They were even willing to pay three percent more for a guaranteed flower arrangement than a flower arrangement with equal longevity but no guarantee. Additionally, participants believed a guarantee would influence where they purchase flowers from and what flower brand they purchase.

Communicating the Guarantees: Businesses need to find ways to clearly communicate the cut flower guarantees. Participants in the study believed that the best way to communicate a guarantee is with labels on the packaging (42%), followed by in-store signs and packaging labels (32%), and in-store signs/displays (14%).

Industry Recommendations:

- Select longevity guarantee labels that clearly state the length of the guarantee. The labeled number of days needs to be reasonable to reassure consumers.
- Develop arrangements containing flowers with similar care requirements and flower longevity. Florists need to clearly provide care instructions about what consumers should do to obtain greater longevity.
- Guarantee needs to be clearly communicated (what it is, how long it lasts, when it expires and the requirements that need to be met in order for it to be fulfilled).

The findings in the study showed floral industry businesses that they could use guarantees to improve consumer confidence and build their reputation. These important marketing lessons can ultimately attract more consumers to businesses and the floriculture industry.

This article is reprinted from the American Floral Endowment Bulletin, 2015, Issue 3.
The full report is available at EMRE.org.

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SEEKING DONATIONS

WUMFA Seeking Donations for Raffle:

The Wisconsin Upper Michigan Florists Association is looking for donations for its 2018 raffle. The event will be held during the 2018 convention, April 7-8, at the Chula Vista Resort in the Wisconsin Dells. Raffle chairman Laurie Wareham is looking for items such as tickets to the Brewers or Packers, theater tickets, gift certificates, power tools, etc. The money from the raffle is used for the WUMFA scholarship program. Donated items can be brought to the convention or sent to Laurie Wareham, 1070 Pilgrim Parkway, Elm Grove, WI 53122. Phone: (262) 290-7929, email laurieikebana@wi.rr.com.

MFA Scholarship Committee Seeks Donations for the 2018 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).

the professional florist

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

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