

Volume VI 2017

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

**Wedding  
Bouquets...  
What's the  
Right Mechanic?**

**Starting at the  
Beginning...  
the Consultation**

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

# the professional florist



**DIAMOND AWARD  
WINNING PUBLICATION**





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Floriology Digital Marketing Services provide retail florists with proven best practices, consultation & robust services for Search Engine Optimization (SEO), Search Engine Marketing (SEM), content and managing reviews.

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**ATTRACT**  
new business  
opportunities



**STAY AHEAD**  
of your  
competition



**ENGAGE**  
existing  
customers

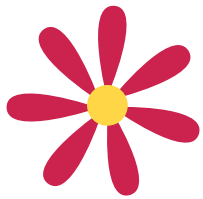


**CONVERT**  
shoppers into  
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# the professional florist

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## LEADERSHIPREPORT

# GLFEE...What's up with the added E?

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



**E**vents! That's what's up! I'm excited to announce a newly formed partnership between the Michigan Floral Association (MFA) and the International Live Events Association (ILEA).

Approximately six months ago, MFA President Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, approached the MFA board of directors with the idea of exploring the possibility of partnering with ILEA at the Expo. His concept seemed to make sense, retail florists learning from and partnering with event specialists and vice versa, so talks began. ILEA would put together event specialist sessions; MFA would market and manage the sessions as part of the Expo.

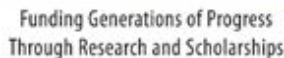
ILEA would also promote the trade show and invite vendor members to exhibit.

MFA will share revenue raised from ILEA specific sessions and exhibitors with ILEA. ILEA will also sponsor and host a Friday evening kick off mixer where GLFEE attendees from both organizations can network, mingle, and get to know each other better. ILEA members will also work closely with the Saturday night president's recognition banquet committee to help bring the evening event to a new level of excitement.

This partnership is off to a great start, I'm very excited to see it all coming together! I encourage you to read about all the NEW GLFEE has to offer on pages 5-10 of the magazine.

We have a great group rate of \$139 per night at the beautiful four-diamond Amway Grand Plaza Hotel. Makes plans now to be with us at Floristry...An Everyday Event! March 2-4, 2018. ✿

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





## March 2-4, 2018 Amway Grand Plaza Hotel/Devos Place, Grand Rapids, MI

Plan now to attend the new and exciting 2018 Great Lakes Floral & Event Expo. In conjunction with members of the International Live Events Association, this year's Expo will present even more fresh new ideas and products. Business sessions, design spectaculars, and hands-on workshops will cover inspiring topics with a new twist. In addition there will be ample opportunities to network with fellow florists and vendors.

Be sure to register early to save money and be eligible for a Plaza Dream one night stay at the five star Amway Plaza.

Early registration forms must be in the MFA office by 5:00 p.m., January 31, 2018.

You will automatically be entered in the Plaza Dream drawing.

For more information go to [www.michiganfloral.org](http://www.michiganfloral.org).

### 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.

Spark your creativity with thematic attire and flowers to wear. 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 Events 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.

### MFA Annual Meeting

Network with your fellow MFA members and learn what the association plans for the future.  
Sunday, March 4, 2018, 12:00 p.m. to 12:30 p.m.

### 2018 Floristry Design Contest Friday, March 2, 2018

The MFA Design Contest is the perfect opportunity to gain cash prizes and recognition for your design skills. For information contact contest chairman Doug Bates, CF, at [dbvogts@yahoo.com](mailto:dbvogts@yahoo.com), (269) 625-4115. To download the complete design contest registration packet go to [www.michiganfloral.org](http://www.michiganfloral.org) call the MFA office at (517) 575-0110.

### 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.



Sponsored by Floracraft



**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 gatherers.
- 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, DJ's, 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, CFD  
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

### ICE BRIGADE

### \*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 BRIGADE

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.

### 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, CFD, CCF  
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.

### **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!<br>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)<br>*Refined Style for the Modern Bride – Sandy Schroeck (Floriology/BloomNet)<br>*A Memorable Expression – Tom Simmons (Teleflora)<br>*Tablescapes – Skeeter Parkhouse (Mayesh) | River Overlook A, B, C<br>River Overlook A<br>River Overlook B<br>River Overlook C |
| 8:45 a.m.-9:45 a.m.   | Main Stage Design Show: Growing Events though the Internet and Floral Artistry<br>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<br>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<br>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)<br>*Wedding Bouquets, What Mechanic? – Jackie Burrell (Mayesh)<br>*Not your Grandma's Terrarium – Derek Woodruff (Nordlie Inc., A Kennicott Company)<br>*Signature Style – Kevin Ylvisaker (Smithers-Oasis) | River Overlook A, B, C<br>River Overlook A<br>River Overlook B<br>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   |  |



# REGISTER ONLINE at [www.michiganfloral.org](http://www.michiganfloral.org) • Call (517) 575-0110 with any questions.

Company Name: \_\_\_\_\_ Company Contact: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Web Site: \_\_\_\_\_

E-mail: \_\_\_\_\_ Tax ID#: \_\_\_\_\_

*\*Does not include any optional events!*

**Best Buy**

## Great Lakes Floral & Event Expo

DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL  
Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503  
Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503

## MARCH 2-4, 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 before 1/31/18 | Student Weekend Flower Event Pass* | Saturday Only*<br>Entrance to Exhibits, Main Stage, and Business Education | Sunday Only*<br>Entrance to Exhibits, Main Stage, and Business Education | Weekend Flower Event Pass*<br>Entrance to Exhibits, Main Stage, Business Education, and MFA Design Contest – Both Days | Weekend Value Flower Event Pass<br>Entrance to Exhibits, Main Stage, Business Education, MFA Design Contest & Saturday Night Banquet | Weekend Shop Flower Event Pass*<br>Weekend pass for as many employees as your shop wishes to bring | OPTIONAL EVENTS |          |        |       |        |  |        |       |       |       |       |       |                 |  |
|-----------------------|----------------------|---------------------------|---------------------------|------------------------------------|--|--|--|--|--|-----------------|----------|--------|-------|--------|--|--------|-------|-------|-------|-------|-------|-----------------|--|
|                       |                      |                           |                           |                                    |  |  |  |  |  | Friday          | Saturday | Sunday | Sat   | Sunday | Sat  | Sunday |       |       |       |       |       |                 |  |
| \$30                  | \$75                 | \$75                      | \$99                      | \$174                              | \$600  | \$99   | \$99   | \$99   | \$179  | \$25            | \$85     | \$85   | \$85  | \$85   | \$75<br>\$85<br>\$560<br>of 8 for<br>Table | \$85   | \$85  | \$85  | \$75  | \$75  | \$75  |                 |  |
| \$35                  | \$95                 | \$95                      | \$149                     | \$224                              | \$650  | \$59<br>for the first attendee and                                       | \$59<br>for each additional staff member   | \$279  | \$45   | \$125           | \$125    | \$125  | \$125 | \$125  | \$125                                      | \$125  | \$125 | \$125 | \$125 | \$125 | \$125 | All 3 for \$150 |  |
| \$45                  | \$125                | \$125                     | \$185                     | \$260                              | N/A  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| \$50                  | \$150                | \$150                     | \$225                     | \$300                              | N/A  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| 1.                    |                      |                           |                           |                                    |  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| 2.                    |                      |                           |                           |                                    |  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| 3.                    |                      |                           |                           |                                    |  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| 4.                    |                      |                           |                           |                                    |  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| 5.                    |                      |                           |                           |                                    |  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |
| 6.                    |                      |                           |                           |                                    |  |  |  |  |  |                 |          |        |       |        |  |        |       |       |       |       |       |                 |  |

**REGISTRATION TOTAL**  Check  Credit Card

**ALL FEES ARE STRICTLY NON-REFUNDABLE.**

### Use your Credit Card (circle one)



Credit Card #:

Expiration Date:

Security Code:

Name on Card:

Signature:

Address:

City/State/ZIP:

Attach an extra sheet if more room is needed

**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.

## Five Awarded Scholarships

The Michigan Floral Association's scholarship committee has awarded scholarships to the following individuals, allowing them to further their floral education: Emily Ballien and Aileen Brasseur, Gaudreau the Florist, Saginaw, Michigan; Colleen Barnhart and Samantha Beane, Beautiful Blooms by Jen, Sylvania, Ohio.

In addition, every year the Colleen Currier-Hart Memorial Scholarship Fund, through the Charlevoix County Community Foundation, gives the Michigan Floral Foundation a designated dollar amount to award to recipients working toward becoming a Certified Florist. Chosen to receive the award this year was Deniege Revord, Gaudreau the Florist.

The MFA scholarships can be used at the Great Lakes Floral & Event Expo, for hands-on classes, or to purchase Certified Florist materials. The winner has 18 months to use the scholarship. Unused scholarships will be rolled back into the program. The MFA program has awarded more than \$47,000 since 2002.

The main source of funding is the silent auction held every year at the Expo. Members can support this program by donating to the auction or by purchasing items. The fund exists because MFA and its members are committed to furthering education in the floral industry.



Emily Ballien



Colleen Barnhart



Aileen Brasseur



Samantha Beane



Deniege Revord

**How to Apply:** Download a complete scholarship application at [www.michiganfloral.org](http://www.michiganfloral.org), click on the "MFA Scholarship" in the menu bar, or call the MFA office at (517) 575-0110. The completed application is due by June 30, 2018. ✨

## 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

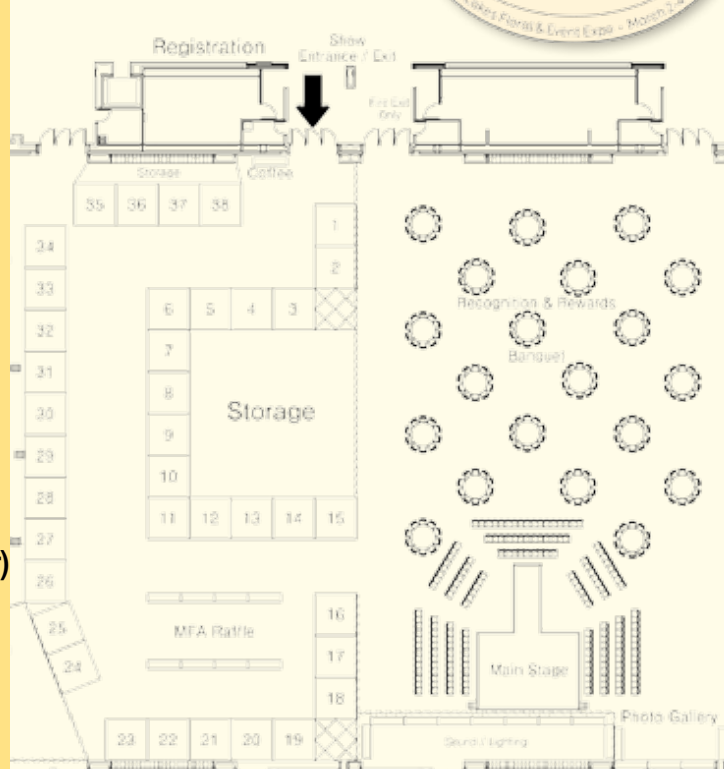
10:00 a.m.-4:30 p.m. and 5:30 p.m.-6:30 p.m.

Sunday, March 4

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

### 2018 Exhibitors as of 11/1/17 (alphabetical):

Alice's Christmas Elves, BloomNet/Floriology, Connie Duglin Linen, Crocket Myers & Associates, DWF, Detail Flowers (**Gold Sponsor**) Event Source, FloristWare (**Gold Sponsor**), Flower Shop Network, FTD, Hyacinth House, Mayesh Wholesale, Nordlie Floral, A Kennicott Brothers Company, Strider (**Gold Sponsor**), Teleflora



## Exhibitor registration is still open.

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

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## 2. Data Breach Protection

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# CF Scholarships Awarded Sponsored By FloraCraft

**T**hree full Certified Florist scholarships have been awarded to Kelsey Hendrickson, Darling Botanical Company, Traverse City, Michigan; Hayley Hungerford, Merci Beaucoup Floral, Grand Rapids, Michigan, and Deborah Leatherwood, The Plant Professionals, Lansing, Michigan.

These scholarships, sponsored by FloraCraft Corporation, Ludington, Michigan, are awarded annually by the Michigan Floral Association scholarship committee. The Association created the Certified Florist program to establish a recognizable nationwide standard of quality in the retail floral industry.

Those wishing to be certified must study basic design, care and handling, product identification, customer relations and sales, delivery, marketing, accounting, gluing/mechanics and lighting/display. Passing a written and hands-on exam with a score of eighty percent or better earns participants the right to be called a Certified Florist.

"We are fortunate to have the support of the FloraCraft Corporation," declared Rodney P. Crittenden, MFA executive vice president. "Through their generous contribution to our scholarship program we are able to provide our industry with

educated shop owners and employees."

For more information visit [www.michiganfloral.org](http://www.michiganfloral.org). ✿



Haley Hungerford



Kelsey Hendrickson



Deborah Leatherwood



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and employees flourish

## WEDDINGFEATURE

# What's the Right Mechanic?

BY JACKIE BURRELL, AIFD, CF, FLOWERS FROM SKY'S THE LIMIT, PETOSKEY, MICHIGAN

I have to admit when I first saw the more “Bohemian” style bridal bouquets a couple of years ago I thought they would go out of style before the trend reached Northern Michigan, but I was wrong.

Recently I have had a few brides ask for that style of bouquet and have struggled to figure out what is the best mechanic or right mechanic to use. I decided to experiment with three different options to see what the best one might be.

To make sure I wasn't just using flowers and greens that I thought would work best, I asked one of my wholesalers to send me a surprise package with enough flowers and greens to make three bouquets and to send things that they sold every week for weddings.

The product I received broke down like this for each bouquet: Three Hydrangeas, eight Garden Roses in two different colors, six stems of Hypericum Berries, two-thirds of a bunch of Calcynia, two-thirds of a bunch of Dusty Miller, two-thirds of a bunch of Seeded Eucalyptus, one-third of a bunch of Red Jester Leucadendron, one-third of a bunch of Knife Blade Acacia and three stems of varying lengths of Italian Ruscus.

I first prepped all of the flowers for each of the three bouquets by cleaning any foliage that might be in the water. For all three bouquets I started with the Ruscus to make the shape of the bouquet and then added the Red Jester and Calcynia because they had the heaviest stems. Hydrangeas came next because I wanted to use them as the base of the bouquet and then the Dusty Miller because I was using whole stems of it. Acacia, Garden Roses, and Hypericum Berries were then added to become more of the focal flowers. Finishing with the Seeded Eucalyptus gave me a chance to fill in the places that needed a little more greens and finish off the bottom of the bouquet.

### Chicken wire bouquet

Some of the advantages: I used a 6" x 6" piece of chicken wire made into an egg shaped ball open in the middle and threaded the flowers through it. There was better control of the placement of product and it stayed where I put it. I also could lay down the bouquet when working on it, it didn't all fall apart, and the flowers faced forward more.

Some of the disadvantages: I couldn't split the stems up into smaller pieces and had a lot of waste when cleaning the stems before making the bouquet. (Save them and try to use the leftovers in other things for the wedding or shop). The chicken wire could bruise or cut some of the softer stemmed flowers.

There were a lot of stems to hold onto and the bride really needs both hands to carry it down the aisle. Some of the shorter stems wouldn't be fully in water once I finished the handle with ribbon and I would have to make sure to send something to dry the bottom of bouquet so it did not drip on the dress. But most important was the need to make sure all the chicken wire was tucked in well so it wouldn't snag the bride's dress with any sharp edges.



### Slant handle Grande bouquet holder

Some of the advantages: There was better control of the placement of the flowers.

There was not as much waste because I could break down the stems and get more useable product. The flowers had a water source. The bouquet handle is surrounded by rose stems making it smaller and easier for the bride to hold so I didn't





## WEDDING FEATURE



need to worry about it dripping on her dress. All the flowers were more face forward.

Some of the disadvantages:

It was hard to add soft stem flowers at the end since the Oasis® was already full of other stems. I needed to be confident in the placement of the flowers because by trying to move flowers after an insertion could break up the Oasis in the holder. The top of holder could pop off. Running a wire thru the Oasis and taping in down to handle before prepping the bouquet holder would

prevent this. I suggest finishing with some Floral Lock to make sure everything was secure.

### Hand-tied bouquet

Some of the advantages: This bouquet was easy to make and there were no mechanics to hide, but it was helpful that I knew how to do a spiral hand tied bouquet.

Some of the disadvantages: The short stems were not all in water.

There were a lot of stems to hang onto both for me and the bride.

When I laid down the bouquet the flowers didn't stay where they had been placed.

There was a lot of product waste from cleaning the stems. I needed to make sure there was something available to dry the bottom so it wouldn't drip on the dress. When binding off the more open bouquet, it lost some of the openness because there was nothing to help hold the flowers in place. This made the flowers face more upward than forward.

So, when you look at all three styles together there is not a huge difference in appearance; they all have visual and physical balance. To get that balance hold the bouquet in front of a mirror while you are making it. If you don't have mirror, take a picture on your phone; that can help you see any flaws there may be.

The chicken wire bouquet and the one made in a holder took about the same amount of time to make once everything was prepped with the hand-tied taking the least amount of time.

So which mechanic would I use? Based on the flowers I incorporated I would probably opt for the bouquet holder because the Hydrangeas would have a water source if it was a very warm day since they are such thirsty flowers. However, depending on the materials you are using and the budget chicken wire may be the better choice. ✿

## Welcome New WUMFA Members!

### Trig's Floral & Home (six locations)

**Minocqua, Wisconsin**, Rita James  
P.O. Box 50, Minocqua, WI 54548

Phone: (715) 358-7605 • [www.minfloral@tasolberg.com](mailto:www.minfloral@tasolberg.com)

**Rhineland, Wisconsin**, Donna Stewart/Sandy Buss

232 Courtney St., Rhineland, WI 54501

Phones: (715) 369-4604, (715) 493-0563

[www.rhflfloral@tasolberg.com](mailto:www.rhflfloral@tasolberg.com)

**Eagle River, Wisconsin**

925 E. Wall St., Eagle River, WI 54521

Phone: (715) 479-3255 • [www.erflfloral@tasolberg.com](mailto:www.erflfloral@tasolberg.com)

**Wausau, Wisconsin**, Wendy Fredrich

110 S. 17th Ave., Wausau, WI 54401

Phone: (715) 849-9077 • [www.wausauflfloral@tasolberg.com](mailto:www.wausauflfloral@tasolberg.com)

**Stevens Point, Wisconsin**, April Behrendt

1600 Academy Ave., Stevens Point, WI 54481

(715) 341-5864 • [www.pointfloral@tasolberg.com](mailto:www.pointfloral@tasolberg.com)

**Trig's Village Market Floral**, Diane Wahlgren/Kae Nilsson

5989 County Hwy W., Manitowish Waters, WI 54545

Phone: (715) 543-8212 • [www.mwflfloral@tasolberg.com](mailto:www.mwflfloral@tasolberg.com)

## WFF ANNOUNCES 2017 DONORS

The Wisconsin Florist Foundation has announced the donors that supported its educational efforts in 2017. The WFF and the Wisconsin & Upper Michigan Florists Association are partners in furthering educational opportunities.

The foundation board consists of current and retired industry members and annually awards grants and scholarships based on the funds collected and earned through its trust. WUMFA members benefit by enjoying lower fees for classes. WFF also contributes to educational programs at the WUMFA convention.

To contribute call the WUMFA office at (517) 253-7730 or toll free at (844)400-9554. You can make a contribution in memory of someone, in honor of an event, create a scholarship in someone's name or set up a trust or donation on behalf of yourself or someone else. Contributions are tax deductible.

### PLATINUM LEVEL

David Geurden, AAF • Rojahn & Malaney Co - Anthony Rojahn

### GOLD LEVEL

Waukesha Floral & Greenhouse - Marty Loppnow • Schroeder's Flowers, Inc. - Charles and Peggy Schroeder • Klein's Floral and Greenhouses - Sue Klein • Wantas Floral - Loriann List, AIFD

### SILVER LEVEL

George's Flowers, Inc. - Conn Choles • Bo-Jo's Creations - Bob and Joanne Larson • Centerway Floral Shop - Ron Sanderson

## WEDDINGFEATURE

# Starting at the Beginning... the Consultation

BY RHONDA DEAVER, SNAPDRAGON FLOWERS OF ELM GROVE, ELM GROVE, WI

**I** was so honored to be asked to write an article for *The Professional Florist* magazine. I have never written an article, so I ask for forgiveness upfront.

A little bit about Snapdragon...six years ago one of my best friends and I decided we wanted to open a business together and we found a flower shop for sale in Elm Grove. When we first opened the doors we had no floral experience and thought we had business knowledge but since then we have learned a ton.

When people hear we started with no floral experience they always ask what made you decide to open a flower shop, and my response is way too much wine. We love to bring joy to people and flowers seemed like a great way to do it. The floral industry has been awesome in welcoming us into the fold.



I was asked to write about weddings. One of my favorite parts of my job is working with brides. They bring so much excitement and energy it's hard not to get caught up in the dream. There are so many facets we could talk about, but I picked the beginning, the meeting, where it all starts.

Pinterest, the internet – I love it when they bring in all their pictures, ideas and dress swatches, it makes my job so much easier. Now some of you are thinking this lady is crazy (cannot disagree) as I have heard other florists are not happy with Pinterest and the internet. For me it helps get a visual of their likes, dislikes, influences and what their dream looks like to them.

In that way, as we go through our meeting, I have a starting point to help them narrow down their ideas, or to increase their ideas, depending on what I have found is their most important part of the day. At our meeting, my goals are to create a friend, get a mental picture of their vision of their special day and a budget range so I can pull together a proposal for them.

Creating a friend – I do that by asking a lot of questions about, who, how and where did the proposal take place, where they work, family, and hobbies. I tell them about Snapdragon and myself as we look at the pictures they have on their phone, pull up Pinterest, etc. This allows us to create a friendship. As I am doing that I also attempt to fill out the information sheet which can be the toughest part for me since I get caught up in their story and forget to write.



## WEDDINGFEATURE

Visual Picture of the Day – The ones that come in with pictures and ideas are the easiest vs. the ones that don't have any idea; this can be more of a challenge. To help them I pull out flowers from the cooler so they can touch, smell and put together a mock bouquet. We go through pictures of flowers so I can find out the likes and dislikes. Dislikes are more important in telling me their style. All this to learn what they want so the wedding is their dream wedding and not mine.

I just had a wedding where the couple had gotten married in another country and the groom's parents were putting together a wedding here. They knew the colors, how many bouquets were needed and what they wanted on the altar. What it looked like was totally up to me. Yes, easy peasy, then I realized I really didn't know the bride's likes and dislikes, what she looked like for the size of bouquet and what did she do the first time around so we don't take away from that event.

Without that info, I was creating the wedding from my taste and likes, which could turn out to be different than theirs. Thankfully for me the parents came back with some pictures of the first wedding. Luckily I also ran into them at an unrelated event and got to meet the bride and groom.

Budget – This can be the hardest number to get. I have attempted many different approaches from asking up front, in the middle

and at the end. For me it seems to work better at the end of the meeting, especially when we have connected and they trust me more than when they came in.

Over the years as I have done more meetings I am getting better at gauging a budget. Recently, I have stopped meeting with brides if they don't have their dress, the bridesmaids' dresses or the venue. From my experience, if any of those pieces are missing, our meeting will not be successful for them or me because they have not started creating their wedding story yet.

I was recently going through pictures from weddings we have done and can remember many of the bride's stories and how their stories have driven so much of what Snapdragon has become, evolving into a place that helps brides tell their story through flowers, and plants. ✿

The logo for Alexandra Farms features a large, detailed pink rose with green leaves at the top. Below the rose, the name 'ALEXANDRA' is written in a large, green, serif font, with 'FARMS' in a smaller, green, sans-serif font underneath. A horizontal line with arrowheads at both ends separates the two lines of text.

ALEXANDRA  
FARMS

EXCEPTIONAL  
GARDEN ROSES

EST. 2005

305-528-3657  
marketing@alexandrafarms.com  
www.alexandrafarms.com

f i t p You Tube

Floral design by Orly Khori; Megan Sorel Photography  
Model is from "Hello Gorgeous Models" in Santa Barbara, CA



## FINDING THE GREEN WUMFA 2018

### 2018 WUMFA Convention

**April 6-8, 2018**

Chula Vista Resort

Wisconsin Dells, Wisconsin

Plan now to join your fellow WUMFA members for three days of networking, design shows, business sessions and hands-on workshops. For more information go to [www.wumfa.org](http://www.wumfa.org) or call (517) 253-7730

#### Trade Show

Don't miss this opportunity to visit with your favorite WUMFA Vendors and New Ones too!

Trade Show Hours:

Friday 6:00 p.m. – 8:00 p.m.

Saturday 11:00 a.m. – 6:00 p.m.

Sunday 11:30 a.m. – 12:30 p.m.

And 1:30 p.m. – 3:30 p.m.

#### Design Contest

Enter this year and participate in this fun experience.

Download contest packet at [www.wumfa.org](http://www.wumfa.org).

If you have any question contact Lisa Belisle AIFD at (262) 744-1553 or email: [Lisa@floraelements.com](mailto:Lisa@floraelements.com).

You can also contact the WUMFA office at (517) 253-7730

#### Banquet

Saturday, April 7, 2018

7:00 p.m. to 10:00 p.m.

Grand Ballroom, Chula Vista Resort  
Additional fees apply. Don't miss this year's banquet...new format and even more fun! Join your friends and colleagues and enjoy good food, laughter and networking.  
Sign up early.

## 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.*

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 go .....but 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".



Wisconsin Florist  
Foundation

### 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.

**creativeco-op**

DESIGNED BY US • INSPIRED BY YOU

#### 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**

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  
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 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<br><b>A Perfect Union...Greens and More 'Greens'</b><br>Pam Borgardt<br>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<br><b>Hidden Treasure: Finding the Gold in Your Business</b><br>Derrick Myers CPA, CFP, PFCI<br>Sponsor: Crockett Myers & Associates              | Grand Ballroom   |
| 10:15 a.m.-11:15 a.m. | Main Stage Design Show<br><b>Expand Your Sales By Branding Your Designs</b><br>Carolyn Minutillo AIFD, EMC<br>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<br><b>Head to Toe: Reimagined Personal Flowers for Today's Special Occasions</b><br>Loann Burke, AAF, AIFD, PFCI<br>Sponsor: Smithers-Oasis | Rooms G, H, I    |
| 1:30 p.m.-3:30 p.m.   | Hands-On Session<br><b>Out of the Box Bouquets</b><br>Jenny Thomasson AIFD, EMC, PFCI<br>Sponsor: Teleflora  | Room 3101        |
| 1:45 p.m.-2:45 p.m.   | Business Session<br><b>Recipe for Marketing Success</b><br>Ryan Freeman<br>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<br><b>The Professional Designer of the Year Run Off</b> | 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<br><b>Head to Toe...Reimagined Personal Flowers for Today's Special Occasions</b><br>Loann Burke, AAF, AIFD, PFCI<br>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<br><b>A Sustainable Floral Career</b><br>Lisa Belisle AIFD<br>Sponsor: Flora Elements  | Grand Ballroom   |
| 10:00 a.m.-11:00 a.m. | Main Stage Design Show<br><b>European Wedding Style</b><br>Jenny Thomasson AIFD, EMC, PFCI<br>Sponsor: Teleflora  | Rooms G, H, I    |
| 11:30 a.m.-12:30 p.m. | Business Session<br><b>Eventology: The Science of Profitable Events</b><br>Derrick Myers CPA, CFP, PFCI<br>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<br><b>Weddings With Personality</b><br>Deborah De Le Flor, AIFD, PFCI<br>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](mailto: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<br>Circle Themes to Enter 1 2 3<br>\$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  | \$89  | \$10ea  |  |  |                  |
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| 5.   |        |  |   |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |                  |
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| email:   |        |  |   |  |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |                  |
| <b>If you would like to volunteer please contact the WUMFA office at (517) 253-7730.</b> |        |  | <b>REGISTRATION TOTAL</b> <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 insure the rate of \$95.00 + taxes per night by March 23, 2018. Reservation must be made to insure the group rate.

**PAYMENT**

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Mail to WUMFA, P.O. Box 67, Haslett, MI 48840, or scan/take picture and email to: [cindy@michiganfloral.org](mailto:cindy@michiganfloral.org), or if you want to fax please call (517) 253-7730 for faxing instructions

# DESIGN TIP

## Succulent Wedding Bouquets

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

**A**s a lot of florists know succulents have become popular in wedding bouquets. I've done several this summer and a few last year.

The first thing to do is clean off all the dirt from the succulent and root. If the plant you are working with has a longer thick root do not break it off, simply make sure all the tiny side roots are removed. No need for water, just a dry towel will suffice for this step.



If the root of your succulent is really short use floral adhesive just around the stem. Then cut a chenille stem into three sections to facilitate "stemming". Cup the succulent face down in your hand; firmly but gently hold it while you slowly push in one end of your chenille stem into the back of the plant. Insert it on a little bit of an angle but not too far. If there is somewhat of a large root, dip the end of the chenille stem into a little bit of glue and starting at the base of the succulent insert it on an angle. Rotate the plant in your hand slightly and insert the second chenille moving down the stem about 1/4" and do the same for the third piece of chenille. Pictures 1 and 2.



Support succulents in a short vase to let the glue dry. After the glue is dry add a stem so you have length to insert them into the bouquets. I like to use rose stems (and yes I go garbage picking). I like rose stems because they're solid yet a little flexible if needed when constructing your bouquet. Butt the rose stem up to the root of the succulent and using flora tape secure it to the plant making sure all three chenille stems are evenly spread around the rose stem. Picture 3.

The succulents are the last thing added to the bouquet due to the fact that they are fragile. You are less likely to lose leaves that way. Pictures 4, 5, and 6. Hope you have as much fun using succulents in bouquets as I do. ✿





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## NOTHING RHYMES WITH ORANGE

# A Sneak Peak at the 2018 Expo

BY DEREK C. WOODRUFF, AIFD, CF, PFCI



**M**any of us are already looking forward to the 2018 Great Lakes Floral and Event Expo. MFA's next convention promises

to be a very exciting one with many new and different elements from years past. Although there will be more announcements yet to come, I have a little sneak peak for you.

We all know that terrariums and succulents are HOT, HOT, HOT right now. For anyone who is hesitant to jump on the bandwagon, we will have a hands-on workshop just for you. 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.

In addition we'll show you how to care for terrarium-sized and large-sized plants such as succulents, ferns, tropical plants, tillandsia, cacti and more. I know from experience that



many florists feel like they are in the dark when it comes to plant care.

Plants come in and go out of our stores so quickly that most of us don't actually get to experience the practices that are important in everyday plant life. Things like proper light requirements, watering schedules, and bug and disease control are just a few of the details we often miss.



After spending two years in a terrarium and plant-based retail shop, I have learned more about plants and plant care than I ever learned in all of rest of my years as a floral designer, and I want to share that information with you.

Plan to join my workshop and learn all the details about the different types of terrariums, planters, plant care, and how to set up a successful "terrarium bar" in your own store.

We'll roll up our sleeves and get our hands dirty diving into the nitty-gritty of lifestyle plantings know as terrariums. I look forward to seeing you at the 2018 Great Lakes Floral and Event Expo. ✿

*Derek Woodruff is the owner of the Floral Underground in Traverse City, Michigan and is noted for his cutting edge floral designs.*



## RETIREMENTS and PROMOTIONS

The Michigan Floral Association would like to congratulate the following general managers on their retirements and two new general managers on their promotions.

Ken Kruska of Kennicott's Mid Michigan, formerly Saginaw Valley Flower Exchange, officially retired on September 30, 2017. He started in 1976 as a part time delivery driver and has served as general manager for the past 17 years. Al Gerkin has been named the new general manager. He has been employed at the operation as a buyer for the last 31 years.

Tom Metzger of Mayesh Wholesale officially retired on October 27, 2017. He started in Michigan in 1997 as general manager at Hills Floral Products in Detroit and in 2002 he was hired by Southview, Inc. as a buyer/sale manager. In 2007 Mayesh Wholesale acquired Southview and Metzger was promoted to general manager where he served until his retirement. Katelyn Parmenter is now the new general manager at Mayesh in Romulus, Michigan. ✿

Attention Designers –  
The Michigan Floral Association  
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## Steps to Certification

**Wednesday, January 3, 2018**

**Time: 10:00 a.m. - 4:00 p.m.**

**Do's and Don'ts for Testing  
Methods & Mechanics  
for Hands-On  
Insight and Answers**

**Instructor: Cindy Ching, AIFD, CF  
Member \$149 • Non-Member  
\$199**

*(Includes all flowers/supplies)*

Cindy will guide those who plan on becoming a Certified Florist with tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the prestigious CF exam. Class enrollment limited to 12.

**You must bring your own tools (knife, pruner,  
scissors and wire cutter).**

**Call (517) 575-0110 for availability.**

## Floral Holiday Calendar

| FLORAL HOLIDAYS                                       | 2018                      | 2019                     |
|---|---------------------------|--------------------------|
| New Year's Day  | Monday, January 1         | Tuesday, January 1       |
| Valentine's Day                                       | Wednesday, February 14    | Thursday, February 14    |
| St. Patrick's Day                                     | Saturday, March 17        | Sunday, March 17         |
| Passover  | Saturday, Mar. 31-April 7 | Saturday, April 20-27    |
| Easter  | Sunday, April 1           | Sunday, April 21         |
| Administrative Professionals Day<br>(Secretaries Day) | Wednesday, April 25       | Wednesday, April 24      |
| Cinco de Mayo   | Saturday, May 5           | Sunday, May 5            |
| Dia de Las Madres (Mexico)                            | Thursday, May 10          | Wednesday, May 10        |
| Mother's Day (US/Canada)                              | Sunday, May 13            | Sunday, May 14           |
| Memorial Day  | Monday, May 28            | Monday, May 27           |
| Father's Day  | Sunday, June 17           | Sunday, June 16          |
| Independence Day                                      | Wednesday, July 4         | Thursday, July 4         |
| Grandparents' Day                                     | Sunday, September 9       | Sunday, September 8      |
| Rosh Hashanah   | Monday, September 10      | Monday, September 30     |
| Yom Kippur  | Wednesday, September 19   | Wednesday, October 9     |
| Thanksgiving Day (Canada)                             | Tuesday, October 9        | Wednesday, October 9     |
| Bosses' Day (US)                                      | Tuesday, October 16       | Wednesday, October 16    |
| Sweetest Day  | Saturday, October 20      | Saturday, October 19     |
| Halloween   | Wednesday, October 31     | Thursday, October 31     |
| Thanksgiving Day                                      | Thursday, November 22     | Thursday, November 28    |
| Hanukkah  | Monday, Dec. 3-10         | Monday, Dec. 23-30       |
| Christmas Day   | Tuesday, December 25      | Wednesday, December 25   |
| Kwanzaa   | Wednesday, Dec. 26-Jan.1  | Thursday, Dec. 26-Jan. 1 |

## Let's Make It a Green\$ Christmas!

### Prep tip\$ and making the mo\$t of materials

**Wednesday, December 6, 2017**

**Time: 6:00 p.m. to 8:30 p.m.**

**Member \$50 • Non-Member \$75**

As we look toward the winter holidays, there is an obvious need to plan specials and often even "green up" designs to which flowers will be added later. Before the "crush" of orders comes flooding in, let's take a look at how best to prepare. In this class, we will learn how to price and use winter evergreen materials to the best advantage. We often resort to guessing about how much to price when doing evergreen designs; this can be a profit-sucking trap. Forming the habits of proper pricing can make the difference in whether you get candy or coal in your stocking. So let's get started on the right foot! We will demonstrate ideas for several centerpiece styles and a wall/door design with winter greenery and trims. You will get lots of tips and techniques on how to save time and maximize materials for a happy, profitable holiday season. Each student will make a centerpiece and wall/door swag to take home.

**Bring your own tools: floral knife, pruner, wire cutter, scissors, and needle-nosed pliers.**

#### Locations:

##### Grandville, Michigan

Nordlie Floral, a Kennicott Company, 4611 Ivanrest Ave SW  
Instructor: Alice Waterous, AIFD, CF, PFCI

##### Warren, Michigan

Nordlie Floral, A Kennicott Company, 25300 Guenther Road  
Instructor: Jerry Baker, CF

##### Romulus, Michigan

Mayesh Wholesale, 35935 Ecourse Road  
Instructor: Laura Parker, AIFD, CF

##### Flint, Michigan

DWF, 5100 Exchange Drive  
Instructor: Cindy Ching, AIFD, CF

**Download registration forms or register on line at [www.michiganfloral.org](http://www.michiganfloral.org)  
or call Cindy at (517) 575-0110.**

# A Bridal Bouquet from the Garden

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

**A** woodland fan shaped design, this bridal bouquet evokes a sense of nature with many varieties of Chilean foliage utilized along with blooms that seem straight from the garden.

Constructed on a "sandwich" of wire mesh, foliage woven throughout forms a foundation for the blooms. An assortment of pink and lavender Freesia, hot pink Anemone, Green Trick Dianthus, pink Lisianthus, purple Ornithogalum and delicate creamy toned Aстранtia combine for a unique design.

Built as a hand-tied, all stems join to form the handle which is wrapped in stretchable mesh and finished with iridescent beaded wire. Beautiful from all sides, the delicate study of blooms across the top gives the person carrying it a lovely view. ✨



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4. Issue Frequency: **Bi-Monthly**

5. Number of Issues Published Annually: **Six**

6. Annual Subscription Price: **\$75 - \$625**

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Contact Person: **Rodney Crittenden**  
Telephone (include area code): **517-575-0110**

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9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank)

Publisher (Name and complete mailing address): **Rodney P. Crittenden PO Box 67, Haslett, MI 48840**

Editor (Name and complete mailing address): **Barbara Gilbert PO Box 67, Haslett, MI 48840**

Managing Editor (Name and complete mailing address): **Same as Editor**

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Full Name: **Michigan Floral Association** Complete Mailing Address: **PO Box 67, Haslett, MI 48840**

11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box  None

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12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:  
 Has Not Changed During Preceding 12 Months  
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13. Publication Title: **The Professional Florist**

14. Issue Date for Circulation Data Below: **Issue VI, 2016**

15. Extent and Nature of Circulation

|   |  | Average No. Copies Each Issue During Preceding 12 Months | No. Copies of Single Issue Published Nearest to Filing Date |
|---|--|--|---|
| a. Total Number of Copies (Net press run)                                     |  | 1500   | 1500  |
| b. Paid Circulation (By Mail and Outside the Mail)                            | (1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies) | 1094   | 1094  |
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| e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4)) |  | 406  | 406   |
| f. Total Distribution (Sum of 15c and 15e)                                    |  | 1500   | 1500  |
| g. Copies not Distributed (See Instructions to Publishers #4 (page #3))       |  | 0  | 0   |
| h. Total (Sum of 15f and g)   |  | 1500   | 1500  |
| i. Percent Paid (15c divided by 15f times 100)                                |  | 73%  | 73%   |
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| a. Paid Electronic Copies   |  | 0  | 0   |
| b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)     |  | 1094   | 1094  |
| c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)    |  | 1500   | 1500  |
| d. Percent Paid (Both Print & Electronic Copies) (16c divided by 16c + 100)   |  | 73%  | 73%   |

I certify that 50% of all my distributed copies (electronic and print) are paid above a nominal price.

17. Publication of Statement of Ownership  
 If the publication is a general publication, publication of this statement is required. Will be printed in the **Issue VI, 2017** issue of this publication.  Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner  
*R. Crittenden*  
Date: **10/14/17**

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).



## Windisch Wins NAFA Design Contest

The National Alliance of Floral Associations held its designer of the year contest and annual meeting last month in Chicago. From left: Randy Wooten, NAFA president and contest administrator; contest winner John Windisch AIFD, representing Illinois; first runner-up Deborah Lyon TME, representing Texas; second runner-up Daron Fraizer, representing Tennessee, and Monica Vaccari representing contest sponsor BloomNet. Product and location were provided by Kennicott Brothers Chicago. Each contestant created a bridal bouquet, body flower, and designer's choice. ✿



## Pinchcock Represents MFA at NAFA Contest

The Michigan Floral Association would like to thank 2017 Designer of the Year, Dave Pinchcock CF, Vogt's Flowers, Flint, Michigan, for representing the MFA at the 2017 National Alliance of Floral Associations annual Designer of the Year contest. Beautiful work Dave, thank you for making us proud. To learn more about NAFA please visit [www.aboutnafa.com](http://www.aboutnafa.com).

NAFA would like to thank BloomNet for sponsoring the contest prize money and awards dinner Saturday night and Kennicott Brothers Co. for supplying products for the contest. Thank you to FTD for sponsoring the Sunday night dinner. ✿

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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](mailto: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](http://www.michiganfloral.org/mfa_scholarship.html) and download a Silent Auction donation form (PDF file).

## the professional florist

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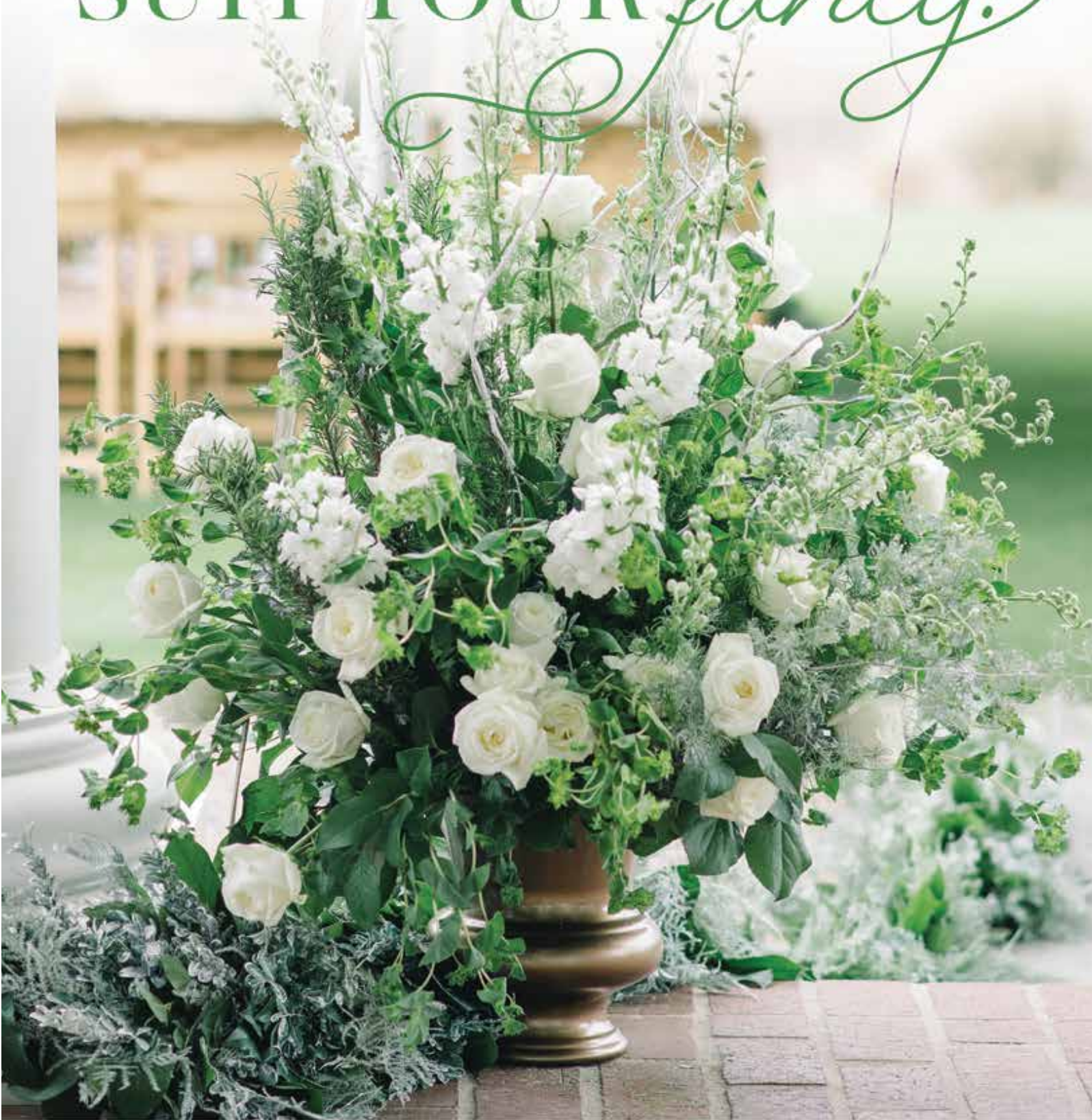
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To provide education and professional partnerships which help to position Michigan Floral Association members at the forefront of the floral industry.

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