

**The
Professional**

Florist

Volume II 2018

**Sympathy
Features: Let's
Get Personal...
Celebrating a
Lifetime**

**Sympathy
Designs Versus
Funeral Work.**

**Tell Me A
Story or Two**

**Tournament
of Roses Parade
2018**

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Capture,
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The
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Florist

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Sympathy Design.

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LEADERSHIPREPORT

Take Your Funeral Director To Lunch

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



Every day I hear stories from members or read on social media of how the sympathy business is changing and how it's affecting the retail florist business. I would estimate half the stories are positive, half negative. The one thing I can tell you for sure is that sympathy work is still big business.

I highly recommend you embrace the changes and take your funeral director to lunch. It's so important to have a good working relationship with your funeral directors. This relationship will be different with each. Some will be stronger than others, just keep trying to make each one the best it can be. Reach out to them all on a regular basis.

I have lunch every other week when the Michigan Legislature is in session with Phil Douma, executive director of the Michigan Funeral Directors Association (MFDA). We have built a wonderful friendship over the years, for which I am truly thankful.

Each year I make it a point to set up a booth at the MFDA annual convention. I talk with the attendees about how flowers play an important part in the grieving process and how it's important for them to work directly with their local professional florist.

We discuss trends they are seeing in the funeral industry. Families are holding shorter visitations, if any at all. Cremation versus traditional viewing? Referrals? Do they have a custom websites or do they use an outside national company? What do they like or don't like about the floral industry? Flowers? No Flowers? Offering alternatives to the phrase "In Lieu Of Flowers" in the obituaries they write? I am pleased to report the vast majority of directors I speak with are in favor of flowers and like working with their local professional florist.

I challenge each of you not to give up on the sympathy business in your communities. Use the items mentioned in this article as talking points. Invite your directors for coffee or lunch. Start or continue discussions with them and work on building those relationships. ✿



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SYMPATHYFEATURE

Let's Get Personal... Celebrating a Lifetime

BY ROBBIN YELVERTON, AAF, AIFD, CAFA, CF, PFCI, BLUMZ...BY JR DESIGNS, DETROIT/FERNDALE, MI

The funeral profession has seen many changes over the past few years and as a result so has the floral portion of that business. Along with cremation, high-tech funeral homes and alternate services, one of the 2018 Top Five trends and changes in the funeral industry continues to be "Personalization". This trend is by far the easiest one at which the floral industry can excel.

So with that said, how can we be more professional and effective in offering personalization to our sympathy clients? It's all about setting the right environment, asking the right questions and keeping an eye on the details. For just a second, prior to speaking to the family, take a deep breath, put yourself in their shoes for a moment and consider how you would wish to be regarded. Here are some steps you can take to meet and exceed the expectations of your client when planning for a celebration of life.

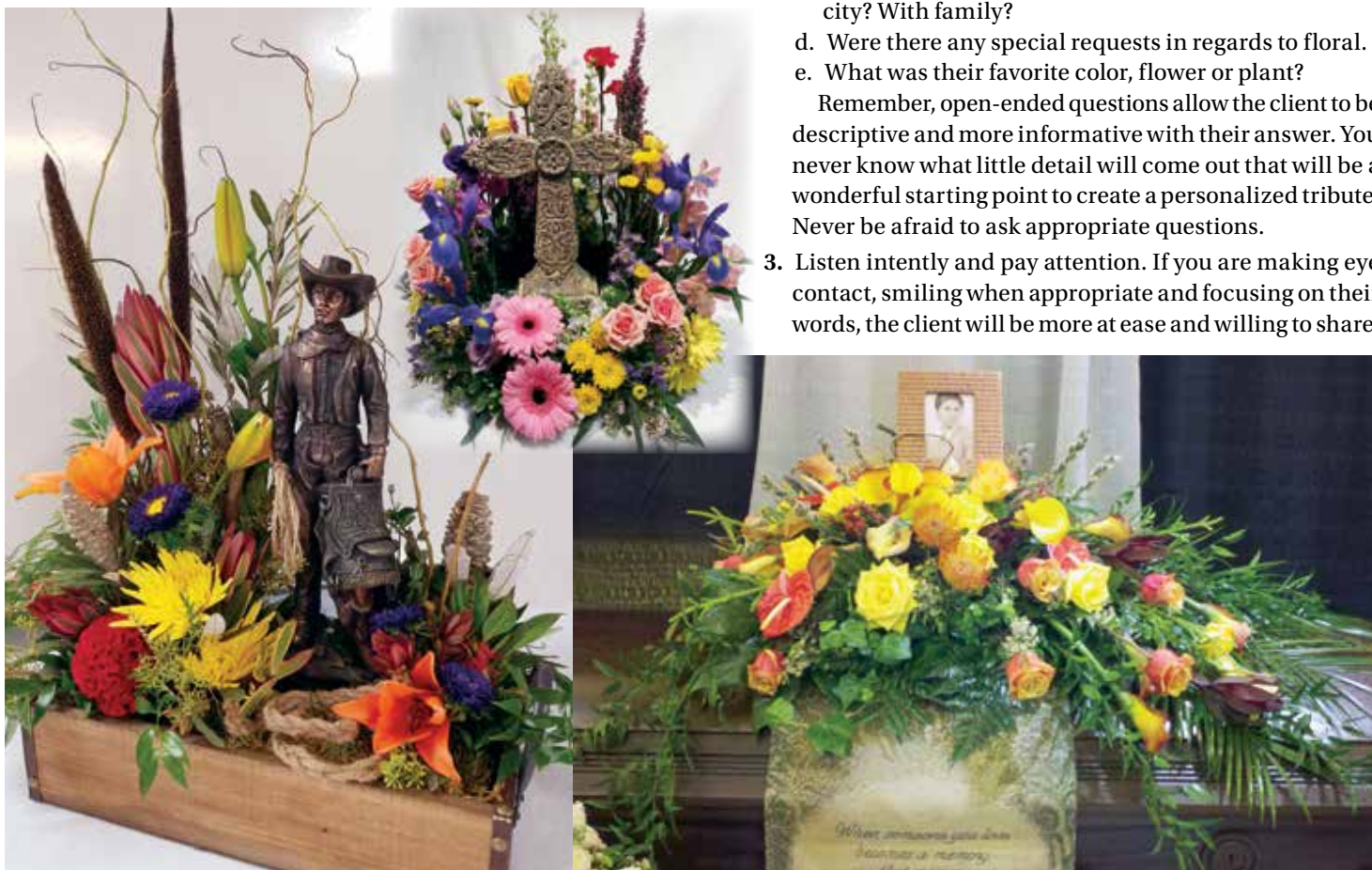
1. **Setting the Right Environment - Be cognizant of the client.** Sometimes it may require getting out of the flower shop. Yes, make house calls when necessary. This immediately

sends the message that you are there to meet THEIR needs. If you have the space in your store to provide a private area to meet with families, this is a definite advantage. Be prepared to offer bottled water, coffee, tissues, etc. The client will be experiencing many emotions and creating a comforting space is the first step in providing VIP service. It's been reported that families choose specific funeral directors because they are sympathetic, kind and very helpful. Florists should be no less.

2. **Asking the Right Questions -** There are many questions to be asked regarding the planning of the floral tributes for a life celebration. When personalizing, besides the obvious, date, time, location, we must also get insight into the life of the deceased. Here are a few questions to get the family to open up and provide useful information.
 - a. What was their personality like; their style or demeanor?
 - b. What were their interests, favorite ways to spend time or hobbies?
 - c. Where did they like to spend time? Outdoors? In the city? With family?
 - d. Were there any special requests in regards to floral.
 - e. What was their favorite color, flower or plant?

Remember, open-ended questions allow the client to be descriptive and more informative with their answer. You never know what little detail will come out that will be a wonderful starting point to create a personalized tribute. Never be afraid to ask appropriate questions.

3. **Listen intently and pay attention.** If you are making eye contact, smiling when appropriate and focusing on their words, the client will be more at ease and willing to share.



Try not to interrupt. Once they are done speaking, repeat in summary what they have said. Accurate communication is essential. This will not only ensure that you understood what they said but will also assure the client that you did indeed hear them. Silence your cell phone and focus.

4. Document ALL details. There are many distractions in the flower shop. It is foolhardy to assume that you will remember every detail from memory. Double check the correct spelling of names, the "script" requested, the specified number of any symbolic flowers to be presented. Once the family has given you information regarding the location, time and date of the delivery, double check after the consultation with the funeral home servicing the ceremony. It will always be your word against theirs if you arrive late. Be aware that most funeral homes prefer that you deliver the flowers at least one hour prior to the family visitation. This permits them time to get things in place before the family arrives at which time they will be administering to the family's needs and not as concerned about a late delivery of flowers. Do not make your drama theirs. A well written, detailed order is essential to success.
5. Creating the Tribute - This is where it all comes together. Using the information provided by the client, your talents as a designer and knowledge of flowers and foliage, it is up to you to bring the facets of the deceased's being to life. Incorporating memorabilia, personal items and family

photos is very effective. When using the client's personal items, it is very important to ensure that they are kept safe and are incorporated into the design securely to prevent damage whether in delivery or from water. Offering keepsakes is a big part of the personalization of tributes. Afghans that reflect specific sentiments, crosses, statuary, garden items and wind chimes that are effectively displayed with flowers will also show your skill as a designer. So always put your "best" on display.

Finally, never forget the healing power of flowers and the service that we provide to the family to ease the sense of loss and celebrate a life well lived. Go the extra mile and your efforts will not go unnoticed. Be the floral professional that your client deserves. 🌸

Cowboy design by Dunes Schroeder. All other arrangements from Robbin Yelverton.



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SYMPATHYFEATURE

Which word should we be using? Sympathy Designs Versus Funeral Work

BY TOM SIMMONS AIFD, CFD, CCF, THREE BUNCH PALMS PRODUCTIONS, PALM SPRINGS, CA

As former owner of a retail floral company for many years, I did all the jobs necessary to keep the business running and the customers happy. Cleaning buckets, prepping flowers, creating designs, assisting customers, answering the phones and sweeping the floor was my job description.

One of the things that I focused on when dealing with customers were correct sales methods and knowing the right things to say when faced with all types of emotions that our customers possess. Happy, elated, confused, questioning, uncertain and sad would be the many things we all deal with on a daily basis in a flower shop.

Dealing with the sadness of a family member, relative or friend of a deceased loved one was always the toughest. Being sympathetic and trying to find the right words to assist them in making the right decisions of what to send was difficult, making sure their wishes and ideas were fully understood as well as being effective while making a sale was a delicate balance.

That said, the words “funeral work” always sounded so severe and cold to me even when I first started. I decided long ago to use the words “sympathy designs” for the simple reason that is what it is. Understanding that during those difficult times, I realized our customers need our help to make decisions; to choose the right expression to convey their thoughts and love while being aware that budget can be almost as important in many cases as the creative design.

All of us who have been in the business for years have loyal

customers whom we adore. They come to us for many reasons. It can be that your prices are fair, amazing customer service,

quick delivery, unique designs and product selection or the best looking shop in town. But the one word that I believe to be the reason they keep coming back is “TRUST”.

When selecting sympathy flowers and designs, it is important to ask as many questions as possible. Find out about the person...favorite colors, fun facts about their work, hobbies, colors, charities and even their bucket list. Focus should be on designs that can incorporate items that represent the individual and at the same time convey happy thoughts about the person. Your customers ultimately “trust” that you will do the best in fulfilling their thoughts and wishes.

As the sympathy business has seen change for many of us, it has also changed for the mortuary companies. Working closely and developing a close relationship with our local funeral homes is the key to the success of both businesses. Being creative and thinking outside the box sets your business apart from the normal and boring style of sympathy designs that have been around for years. Personalize by adding your own extra touch or trademark to even the most modest design, just like an artist that signs their painting. Be proud of your work!

My theory is that if your customer was to go to a viewing at a mortuary or chapel where they had sent flowers for a service and could not find the flowers that they sent without looking at all the cards because they all look the same, you have not succeeded in your endeavor to be set apart from the norm. ✿



Key Insights into the Funeral Industry

The following is an excerpt from “Funeral Directors & Flowers, Insights into Floral Tributes in the Funeral Industry”, a study from the Floral Marketing Research Fund in collaboration with the American Floral Endowment. The survey is a guide to floral tributes in funeral services, consumers’ reactions, and feedback to improve relationships with floral retailers.

Top 10 Key Insights

- 1. Maintain an ongoing relationship with funeral directors and encourage them to recommend floral retailers to their clients.**
 - a. Schedule a meeting with funeral directors every six months.
 - b. Provide business cards to funeral directors for them to share with their clients.
 - c. Ask for a link on the funeral home’s webpage.
 - d. Acknowledge funeral directors’ referral through occasional thank you notes, flowers, compensation, etc. Refer the funeral home/director to potential clients.
 - e. Give compensation to funeral directors.
 - f. Train delivery staff to spend more time developing relationships with the employees at the funeral home.
- 2. Help funeral directors with product set up, care, transportation and post-service disposal to reduce the potential hassle for funeral directors and staff.**
 - a. Provide set up assistance with hard to handle (e.g. heavy) or display pieces.
 - b. Offer to help water/care for the flowers/plants and replace wilted flowers if necessary.
 - c. Help transport flowers to different places (family, churches) if needed.
 - d. Offer to remove larger pieces from the funeral home after the funeral or collect unwanted floral tributes and recycle vases.
 - e. Deliver items that are intended to homes or table arrangements directly to residence of the family.
- 3. On time delivery is ESSENTIAL.**
 - a. Floral retailers need to be conscious of the time of the visitation/services. Either look in the obituaries for the times or ask the funeral home staff.
 - b. Floral tributes need to be delivered at least one hour before the family/friends arrive to allow set up time.
 - c. If the floral tribute is late, please include a forwarding address or deliver directly to the family/friends of the deceased.
- 4. Floral arrangements need to be easy to transport.**
 - a. Eighty-three percent of clients take the floral tributes home.
 - b. Floral tributes must be able to withstand handling and transportation from the visitation to the service and other destinations.
- 5. Floral tribute structure is very important to funeral directors and clients.**
 - a. Keep floral tributes a manageable size, lightweight and transportable.
 - b. Promote stable designs with low centers of gravity.
 - c. Avoid shedding flowers/fillers, cement tributes, and glass/breakable containers.
 - d. Encourage smaller floral tributes.
 - e. Use containers that do not leak/spill water.
- 6. The information on floral tributes needs to be clear and informative.**
 - a. Provide descriptions of the floral tributes (flower names, meanings, legends, history, etc.)
 - b. Make sure the deceased’s name and the name/address of the sender are on the card.
 - c. Provide two cards (one for the album, one for the display).
 - d. Provide a photo of the tribute.
 - e. Put the forwarding address on the card in case the arrangement is late.
- 7. Provide up-to-date product information to funeral directors.**
 - a. Keep product books and pricing in the books up to date. When there are specialty pieces share photos to add to the promotion books.
 - b. Provide brochures that include pricing information to give to families.
- 8. Promote the value of floral tributes to funeral directors and end consumers.**
 - a. Promote that flowers are the most important non-human source of comfort to the bereaved.
 - b. Educate funeral directors and consumers about emotional/physiological benefits (comfort, calming, etc.) and physical benefits (softening funeral atmosphere) of floral tributes.
 - c. Provide visual examples of the benefits of floral tributes. For example, floral retailers could provide photos of the funeral parlor with and without floral tributes to emphasize these benefits in promotions.
- 9. Develop strategies to cope with the increasing use of donations.**
 - a. Partner with charitable organizations or promote an option to donate a percentage of each sale to a specific charity in the deceased’s memory.
 - b. Develop floral tributes with similar designs but different sizes that are sold at different price points.
 - c. Provide silk options or partial silk options.
 - d. Address limited floral longevity by offering small, keepsake memorial options.
- 10. Floral tributes shipped via FedEx or UPS are not liked by funeral directors.**
 - a. The delivery is not on time.
 - b. Flower quality is not very good. Vase size is not right or vase is damaged.
 - c. The funeral directors are expected to do all the set-up work. It takes time and needs extra labor. It is a hassle for funeral directors because designing floral arrangements is not their specialty. ✿

NEVILLE ON THE LEVEL

CELEBRATE, CREATE, CUSTOMIZE!

BY NEVILLE MACKAY, CAFA, PFCI, WFC



When I first started in the floral industry, one of my many exciting jobs was to deliver floral pieces to local funeral homes, which I can honestly tell you, was NOT the highlight of my career!

Folks like to have fun, especially with the newbies, and I remember being the target of such a prank. I took a casket spray to a funeral home and as I arrived was met at the back door by one of the directors, who said the piece would have to come right in as I was apparently late.

So, in I went with this piece, and to my shock I met the recipient. I had to place the spray on the OPEN casket, and all the while Mr. Director bragged to me about how well they kept the body (apparently this fella had been gone a time) to which he grabbed my hand and said, "Touch his cheek and see how firm he still is!" I nearly fell over.

Ahhh, good times in the flower shop... some day I'll tell you about when they got me to deliver flowers to a lady named "Black Magic" at a hotel with a strip club attached. Gosh, I was an innocent, stupid, young man.



Funerals haven't changed a lot over the years other than, oh yeah, we don't just use roses, carnations and mums. (Not that there's anything wrong with those flowers, of course) We are seeing such a wonderful variety of flowers and plants used at services, from tropical blossoms to field arrangements of wild grasses, which I think is glorious for the floral industry.

We are now more than ever getting to spread our creative wings and offer all sorts of custom designs for funerals, and don't always have to rely on the standard, "page 23 in pink". I've done funerals for all sorts of folks from traditional sprays of 100 red roses and baby's breath to wild and wonderful pieces using various power tools and such, so little surprises me any more when it comes to creating the right pieces for a funeral.

Customizing a funeral isn't that hard if you take time to speak with the family a bit. We do this with weddings, so why not funerals? Really, they're parallel to each other in that they are both a celebration of life and a gathering of families. (and a stress-filled often

time disaster-ridden day of disappointment and jealously-filled hatred...)

When someone comes in or calls about a service, its easier to suggest things after getting information like who they were,



their relationship, etc. This is also a way to let your customer know you care enough not to be generic. You can ask if they were a gardener, liked to travel, or if there were something special they had that could be incorporated in the piece. This approach is often well-received, and beware as you may get some very “special” things to personalize the piece you are creating.

I have gotten and had to use: a 10-speed bicycle, golf clubs, a blanket, toys (for children), a steering wheel, a bag of potatoes, and even a big ol’ wasp nest. Of course, there’s always the jewelry, clothing, and photos we all get to work with... I had a string of pearls and diamonds once that looked INCREDIBLE on me for the day until I used it.

I mentioned tropical flowers as an option for funeral work. This is a great way to stand out at a service and hopefully get future spin-off business from it. Tropicals like bird of paradise, red ginger and anthuriums are well-suited for gentlemen (and ladies) as they are often perceived as a stronger look. Think also of mixing these warm climate treasures with other more seasonal offerings as well, as this “Tropical Nouveau” style is becoming more popular than Botox.

Don’t be afraid to be different. Funeral homes in my area often know my work before they see the delivery tag, and also know they can suggest my store when folks want to have a bit more than the “normal” look at their funeral. Funny word, “Normal”, isn’t it? I have created so many arrangements for so many wonderful people who have passed that are so very far from that definition of normal... “normal” is about as boring as dry toast.

My Darlings, don’t always offer dry toast arrangements... dare to offer a little jam or marmite!!! I inspire people to share love through the beauty of flowers! ✿

(Editor’s Note: Marmite is a British sticky, dark brown food paste with a distinctive salty flavor. According to Wikipedia, “This distinctive taste is reflected in the company’s marketing slogan: “Love or hate it”.)

Neville MacKay, CAFA, PFCI, WFC, lives in Halifax, Nova Scotia, Canada.

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



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DESIGNERSPOTLIGHT

Celebrating Life... a Special Event

BY DAVE PINCHOCK, CF, VOGT'S FLOWERS,
FLINT, MICHIGAN

2017 MFA DESIGNER OF THE YEAR

There is no more special event than a "Celebration of Life". To make your client's condolence stand out from the rest, suggest a unique artistic design. Begin by selecting an interesting, quality container such as this slim, ceramic vase, with bold gold accent. The vessel is an integral eye-catching element of this striking design. (Be sure to add weight to the bottom of container to assure stability when used in this manner).

By adding a vertical extension of Smithers Oasis decorative mesh, floral elements seem to float in air. A medley of textures and colors throughout makes it sure to be noticed. Focal area items are pink Anthurium, coral-toned Leucospermum Protea and airy golden yellow Oncidium Orchids. Dried, color enhanced, deep brown palm husks add drama and motion to the design. Finishing touches of fresh novelty grasses and bright green Lycopodium provide soft, organic contrast and brightness throughout the center regions. Though none of the fresh materials are "thirsty" types, they are supported by an Oasis® wet-foam cage to keep them fresh for many days.

Since this style would be an attention getter no matter the occasion, be sure your enclosure card has your shop name imprinted on it. ✿

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Waterfall Crescent Style

BY CINDY CHING, AIFD, CF

This beautiful design, executed in monochromatic color, can be used as an event piece or in a shop display. A contemporary design, it features the “waterfall” downward flow of materials, a perfect shower of bear grass, and feathers. It is also a crescent style in its descending, curving “C” shape design. A crescent design normally is asymmetrically balanced with the curved line dominate on one side of the focal area. But, it also can be equal on each side which is more unusual. Crescent design asymmetry has a strong focal area for visual balance, and the center of the design must remain “scooped out” with a great deal of negative space, so the shape is maintained. 

Arrangement by Robbin Yelverton AAF, AIFD, CAFA, CF, PFCI, Blumz...by JRDesigns, Detroit/Ferndale, Michigan. Great Lakes Floral Expo design.



CF Flower of the Month

Dendrobium Orchid

Dendrobium species
Availability: all year
Lasting quality: 7 to 10 days
Size: each flower 1/2" in diameter



CF Tip

Handle individual flowers gently as they can bruise easily. If you use some anti-transpirant, oils from your hands will not bruise sensitive flowers like dendrobiums, mini callas, or gardenias. If you want your mini callas to be more flexible soak stems in warm water for 10 to 15 minutes to make them more pliable.

CF NEWS

What's up next... Sunday, June 6, 2018, Steps to Certification class at MFA office, see education classes on page 30.. Next CF testing Sunday, June 10, 2018. Make it your goal to become A Certified Florist!

MFA Elects 2018 Officers and Three Board Members

The Michigan Floral Association has announced results of its 2018 elections. Re-elected as president is Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, Blumz...by JR Designs, Ferndale/Detroit, Michigan. Janice Curran, Michigan Teleflora representative will again serve as vice president. Jeanette Ballien, Gaudreau the Florist Ltd., Saginaw, Michigan, remains treasurer and Bob Patterson, CF, Patterson's Flowers, Big Rapids, Michigan, will continue as immediate past president. All will serve a one-year term.

Re-elected to the board of directors were Jerome Raska, region one; Teresa Cytlak, Ridgeway Floral, Three Rivers, Michigan, region three, and Janice Curran, director-at-large. All will serve three-year terms ending in December 2020.



Jerome Raska



Janice Curran



Teresa Cytlak

DESIGN TIP

Sympathy: Back to Basics

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

I'm sure all florists have done their share of funeral work. So in this Design Tip I thought I would go back to basics.

1 Remember the days when you had to construct your own cages for easels. Now we have cages with Oasis® which is great. I tape around the cage to help them stay clasped. I also make sure to secure it to the easel using chenille stems or zip ties.

2 Most times when I'm doing funeral work I flower a lot of the arrangement before greening. I find that you don't use as many greens and the lines or style is easier to achieve. But because these easels call for all pompons, I'm going to green these first. Also, because there are large bows, it makes it easier to design around the bow then to add it after the easel is done.

3 I'm sure most florists finish funeral pieces by greening the back of a finished arrangement whether it's traditional, a casket spray or an easel. But unfortunately a few weeks ago I went to a funeral service and a few easels were not finished in the back. I found this unbelievable.




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First you should always cover your mechanics and have no Oasis® showing. Second the piece is not finished in my opinion if the back is not greened. Third it looks so much nicer.

4 There are a lot of florists that will, when using poms, break off the laterals and use them individually as I do sometimes. But a lot of time, I actually cut the whole stem into pieces. This gives me longer stems with several blooms on them to help fill in the arrangement.

5 As you can see, I do use one type of flower at a time. It makes it easier to spread them throughout the arrangement and helps keep track of the quantity you need. I also do this when I green an arrangement using one type of green at a time. ✿

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The Tournament of Roses Parade 2018

BY PETE SAMEK, AIFD

As we started a brand new year, the world's eyes were focused on the southern California town of Pasadena. Every New Year's Day there is a gathering of fresh flowers, equestrian groups, marching bands and the media to celebrate the new year. That special floral event I am referring to is the Tournament of Roses Parade now in its 129th year.

This event began as a promotional effort by Pasadena's distinguished Valley Hunt Club. In the winter of 1890, the club members brainstormed ways to promote beautiful southern California and the Pasadena area. They invited their former East Coast neighbors to a mid-winter holiday, where they could watch games such as chariot races, jousting, foot races, polo and tug-of-war under the warm California sun.

The abundance of fresh flowers, even in the midst of winter, prompted the club to add another showcase event for Pasadena's charm: a parade would precede the competition, where entrants would decorate their carriages with hundreds of blooms. The Tournament of Roses was born.

Reviewing stands were built along the Parade route, and Eastern newspapers began to take notice of the event. In 1895, the Tournament of Roses Association was formed to take charge of the festival, which had grown too large for the Valley Hunt Club to handle. Over the following years, the festival expanded to include marching bands and motorized floats.

The Tournament of Roses has come a long way since its early days. The Rose Parade's elaborate floats now feature high-tech computerized animation, flowers from many countries and exotic natural materials from around the world. Although a few floats are still built exclusively by volunteers from their sponsoring communities, most are built by professional float building companies and take nearly a year to construct. The year-long effort pays off on New Year's morning, when millions of viewers around the world enjoy the parade.

The Tournament of Roses chose the 2018 theme of 'Making a Difference, Human Kind' as a celebration of mankind, acts of generosity and compassion which were reflected in each float entry. Among the floats going down the parade route were five antique cars used for the VIP entries. Planning begins much earlier in the Spring of 2017, when the cars to be considered must pass extensive testing by the tournament committee.

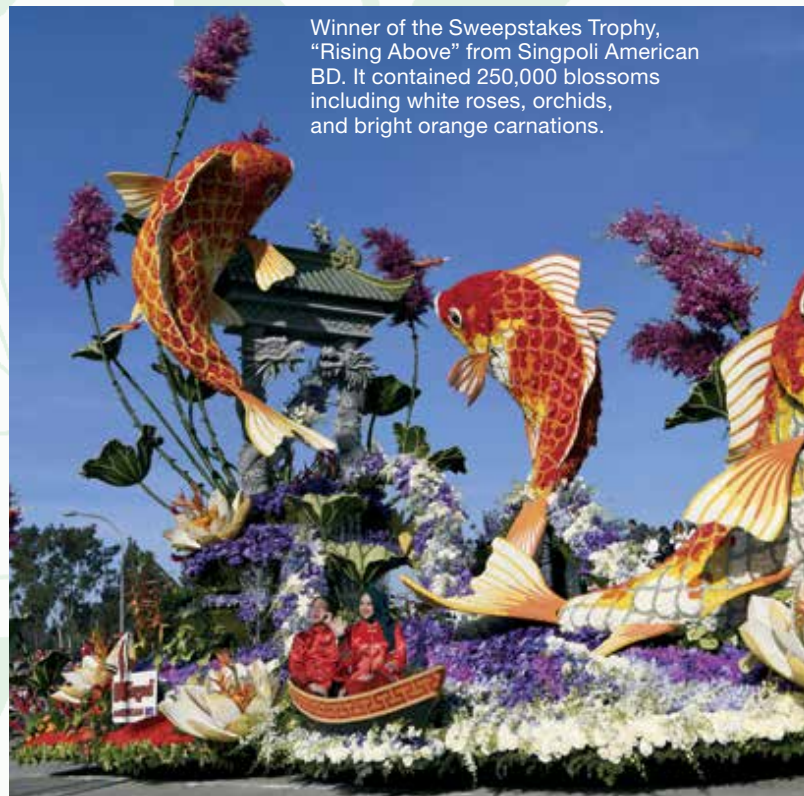
The Grand Marshal car was the actual 1919 Dodge driven by Jimmy Stewart in the famous holiday movie 'It's a Wonderful Life'. The main color chosen for the Dodge by lead designer, J. Keith White AIFD, was purple, which happens to be the Pantone color of the year and was complemented by florals



The 1919 Dodge that Jimmy Stewart drove in the movie "It's a Wonderful Life".



The 1914 Jitney Bus, used for the mayor of Pasadena, was decorated with multicolor flowers and fruit.



Winner of the Sweepstakes Trophy, "Rising Above" from Singpoli American BD. It contained 250,000 blossoms including white roses, orchids, and bright orange carnations.

EVENTFEATURE

in the tones of red, magenta, berry and pink. The spectrum of flower varieties ranged from garden roses and ornamental kale to Mokara orchids and California grown 'Sumatra' lilies and two varieties of protea.

Two antique autos were chosen for the Hall of Fame honorees this year. A beautiful mint condition burgundy colored 1909 Pope Hartford and a sage green 1933 Lincoln. Both vehicles were decorated with an analogous color harmony consisting of orange, butterscotch, yellow hues and a hint of cherry red. We made good use of the Candle and Pincushion proteas, integrefolia, California grown roses and Oncidium orchids to complete the color harmony and the decorations.

The president of the Tournament of Roses rode down the parade route in a 1929 Packard 633. His car was accented in white, cream and green flowers and tan and silver foliage with Star eucalyptus and protea pod accents. We utilized two handmade protea foliage garlands as floral décor. One was placed around the back seat convertible top cover and the other connected the oversized front fenders and chrome grill in a serpentine U-shape. The back seat garland also included a sealed brick floral foam garland from Smithers-Oasis, a very useful new product, to hold all of the fresh flowers.

The final VIP entry is for the mayor of Pasadena. The 1914 Ford Jitney Bus brought a smile to all with its brightly colored body of red and yellow with black trim. The spoked wheels, the 5¢ sign and American flag accents just added to the true Americana heritage. One interesting fact, the word Jitney means 5¢ or a nickel hence the bus name is very appropriate. Strong orange, fuchsia, purple, red, yellow and green flowers and branched fruit cascaded out of beautiful baskets that were attached to the bus. A hedge of fruit and flowers was constructed along both sides to carry the theme through to the rear of the bus, where the entry for passengers is located. California lemons, persimmons and kumquats were used in clusters throughout the décor.

Just across the aisle from our antique car work space was the Cal Poly University Rose Parade float area. This float is built entirely by students. They decide on the float's theme and manage the entire project. From design and mechanics to construction and decoration, it is an opportunity for the student population to get involved and a long standing tradition for the university.

Students of all majors and levels of experience are encouraged to get involved. Participants are needed year-round to help build, design, and decorate the float. The university has an



The Rose Parade President's car.



The Cal Poly float, "Dreams Take Flight," made up of 42,000 flowers including 12,000 carnations, took the Past Presidents Trophy.

EVENTFEATURE



annual 15-month timeline that spans from before January when the float returns to campus for deconstruction to the morning of January 1 of next year's parade.

You may be asking yourself how many students does it take to build a float? There are 24 student leadership positions at each campus (San Luis Obispo and Pomona) for the float project. Each campus is then supported by approximately 75 students which totals 175 students in all. It was amazing to see the organization, leadership, enthusiasm and talent of these students.

I recommend adding the Tournament of Roses Parade to

your bucket list. To witness and appreciate so many flowers and natural materials used to create these incredible floats with larger than life animals, flowers and objects, it is not to be missed. Every year brings on a new challenge with the VIP entries and different antique cars. You can compare it to designing a very large wedding or corporate event.

The Tournament of Roses committees are amazing and the orchestration it takes to bring so many facets together for one parade to kick off the new year is like a fine tuned machine with hundreds of moving parts. It is the biggest flower show in the country! ✿

Florists Can Register for Garden Rose Design Contest

Alexandra Farms has announced the first ever Garden Rose Design Contest. The company is the world's largest cut garden rose grower offering 50 commercially grown varieties, including 12 bred by England's David Austin.

Florists can register for the contest on line and will have until June 30 to submit their entries. This will allow them to use pictures from the work they do early this summer. There are two prize categories: Garden roses used for everyday work and garden roses used for a wedding bouquet.

There will be three winners in each category:

- ✿ First Place: all-expense paid trip to Alexandra Farms in Colombia (or the monetary equivalent)
- ✿ Second Place: 1000 free roses, including freight
- ✿ Third Place: 500 free roses, including freight



Four judges, one from *Florists' Review* magazine, one from Alexandra Farms, David Austin, and Hitomi Gilliam AIFD will vote on the designs.

The winning designs will be featured in industry magazines and in Alexandra Farms' social media with credit being given to the designers.

For further information go to www.alexandrafarms.com ✿



NOTHING RHYMES WITH ORANGE

The Color Purple

BY DEREK C. WOODRUFF, AIFD, CF, PFCI

THE FLORAL UNDERGROUND, TRAVERSE CITY, MICHIGAN



Pantone's color of the year announcement is always anticipated with great excitement. It is a predictor of how we will be styling, purchasing, and planning when it comes to weddings, events and decorating.

In 2016, when Pantone announced the 2017 color of the year, Greenery, it was an obvious win for the floral and plant industry. Greenery was already popular among consumers, and the 2017 color fueled that fire even more.

But what does the 2018 color, Ultra Violet, have in store for florists in the coming year? Are brides and planners going to go full force making dramatic changes to their color palettes for events? Here are some insights into what to expect from Pantone's 2018 color of the year.

"The Pantone color of the year has come to mean so much more than 'what's trending' in the world of design; it's truly a reflection of what's needed in our world today." - Laurie Pressman, vice president of the Pantone Color Institute.

As individuals around the world become more fascinated with color and realize its ability to convey deep

messages and meanings, designers and brands should feel empowered to use color to inspire and influence. The color of the year is one moment in time that provides strategic direction for the world of trend and design, reflecting the Pantone Color Institute's year-round work doing the same for designers and brands.



When it comes to nature, purple is a vibrant, regal and opulent color. As floral designers, we often have the pleasure of working with beautiful product in this particular palette. In recent years, florists and designers have seen a steep climb in blushes, neutrals, and greens as the features of most color groupings. Recent accent colors have included browns and deep-hued burgundy.

I expect purple to begin infiltrating the accents within these color palettes. Pops of rich-hued purples paired with the more faint and neutral versions of themselves, and grouped with greenery, will be a popular trend moving forward.

Aside from the actual floral product,



I expect to see Ultra Violet as an accent color in the form of vases and containers as well. Manufacturers such as Syndicate Sales carry a vibrant array of purple vases that fit nicely within the Ultra Violet tints, tones, and shades. These pops of vibrant purples will resonate with designers and consumers alike.

Although I don't expect Ultra Violet to take center stage as Greenery did in the floral design industry, I still believe it will be a gorgeous accent color. Our industry and others such as fashion and cosmetics will all be featuring bright purples alongside the comfortable neutrals.

An understated pop of purple will subconsciously cause us to reflect with a sense of peace, if even just for a moment, in a time when the world may seem a bit crazy. Thank you Pantone for your continued color guidance! 🌸

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



WUMFASYMPATHY

Tell Me a Story or Two

BY LISA BELISLE, AIFD, ICPF, FLORA ELEMENTS

There are as many types of customers as there are colors in nature; however, there is one kind of customer who I recognize instantaneously by how hard he or she is trying not to cry: our funeral customer.

One time, after the above scenario unfolded, I invited the family to sit down in a more quiet place away from foot traffic and asked them how I could be of service. They all put on a fake smile and said that they would like a unique piece for their aunt's funeral.

"Okay, sure, no problem. What did you have in mind?" I asked. As they started to stare at me and speak gibberish, I realized that they did not know the answer, and even more so, that they shouldn't have to. I took a seat at the table with them, took a breath, and said, "Let's try that again. Tell me about your aunt and your favorite memory of her, each one of you. Maybe I can collectively build a piece to represent your memories of her."

The brother remembered taking hikes in fall and how she always collected acorns, branches and unique leaves. The sister remembered sitting on the back patio admiring the birds and how her aunt knew each species that came to visit and what they would leave behind at the feeder for the next fellow

bird. Another told me a story about her wanting to learn how to knit and her epic fail at a sweater. Laughter erupted at the table and everyone realized at once how humorous she was.

The last one to tell her story was her niece, only nine years of age and very shy and embarrassed, but I encouraged her, "Tell me, what do you remember most about your auntie?" She raised her head and said, "Her love and hugs, they were so warm... you know like when you get close to a campfire and it kinda tickles. I liked that best, I always felt warm around her."

The room was silent, and tears started to roll from every corner of everyone's eyes including my own. I took a breath and said, "You know what? That's a beautiful memory and I know how to tell your auntie's story because that last story was just what I needed." After we discussed a reasonable budget, I explained that although my work is a little quirky, I would do everything to ensure that the piece would reflect the stories that they shared.

After they left, I found myself in the situation many of us find ourselves in all too often. We put our orders into the POS system and then it is officially meltdown time. "What in the world did



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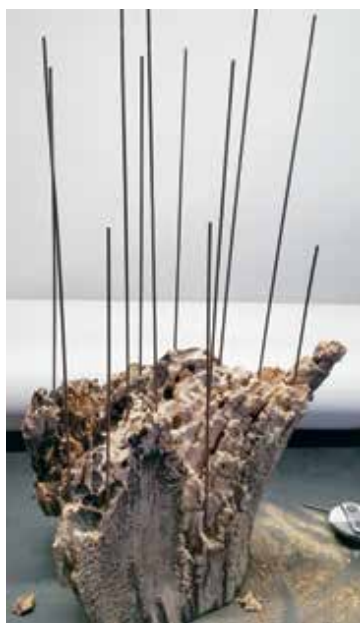
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I just commit to?" we ask ourselves as we head to the design room to look up the definition for the word "insanity."

However, this time around, I happened to walk by my favorite table that was set up with bulbs and ivy plants, some



WUMFA EDUCATION

succulents with a very garden look, and a large chunk of wood that I had been meaning to play with. Inspiration sparked.

STEPS TO CREATE A STORY

1. Measure and cut old orchid stakes to varying heights
2. Grab a nice wool that matches your floral theme and wrap them from the top down, leaving 1-2" bare at opposite end. (wool = mishap with learning to knit a sweater)
3. Pound the wool covered orchid stakes into the wood with a rubber mallet, leaving enough room for stems and water tubes.
4. Secure a water tube to each stake, different lengths, widths and heights. Use U-glue and the wool.
5. Insert branches to create lots of depth and interest. Choose what is seasonal and will hold up without a water source, secure with the wool. (Winterberry = warm fire)
6. Next, fill your tubes and pick each flower to not only coordinate but to also reflect each story the customers told you.

Examples:

Birds of Paradise and Cymbidiums = *sitting on the patio and her naming all the species of birds*


Bromeliad = *Fire and warmth with tickles*

Anthurium = *Auntie's big heart and love she shared*

As you can see, a piece like this is very interpretive to each person, and you may get some resistance as it does not fall in the triangle, big and formal category. However, I can guarantee that your creation will inspire many conversations that will fill the room with memories, laughter, and warmth.

Don't be afraid to ask your customers to tell you stories about their loved one. Unfortunately, not everyone will want a unique piece, but if you don't ask or let people know what you are capable of, you will be permanently stuck behind that counter making gladiola triangles and a family may miss out on a piece that really represents who their loved one was and the stories they cherish. 🌸

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Instructor: Lisa Belisle AIFD, ICPF
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Bring your own tools: knife, pruners, scissors, wire cutters, and needle nose or jewelry pliers.

DATES AND LOCATIONS:

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

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

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

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

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

Sign Up Early. Limited Space Available



Design Contest

This year we have new and exciting opportunities for you to expand your competition experience. We would like you to think outside the box and look at items in your shop, household, greenhouse, or even the roadside as a treasure trove for you to scavenge and create some amazing designs. Keep in the forefront of your mind that this year's theme is "Finding the Green." To specify, this means re-use, recycle, find profit where another may not see that, and use green materials to construct your design.

This is your teaser to get your creative juices flowing and to inspire you to look at the Design Contest Categories. Please make sure you look at all the guidelines carefully as we have made a few alterations this year to allow you more creative freedom; however, there are a few limitations so we may evaluate everyone fairly.



WEDDINGFEATURE

A Wedding Sampler



Marla Merchut and Nicole Izbicky



Marla's bouquet: Purple Lisianthus, Purple Germini, Plum-colored Spider Mums, Blue Moon Carnations, Purple Dahlia, Green Mini Cymbidium Orchids and Bupleurum as an accent.



Nicole's bouquet: Green Spider Mums, Green Hydrangeas, Green Bupleurum, Green Cymbidium Orchids, Purple Germini and Purple Lisianthus as an accent. Bouquets by Epic Events, Northbrook, Illinois.



Karissa DeGraaf
and Ben Zeeb



Karissa's bouquet: Polo Rose, Amsterdam Rose, peach Hyperium, Eryngium, peach Stock, Seed and Gunni Eucalypus, Dusty Miller, Melaleuca. Bouquet by Paragon Flowers & Electric Garden, St. Charles, Illinois.



Jennifer's bouquet: Lavender Little Silver Roses, Cool Water Spray Roses, Stock, and Waxflower, Purple Trachelium, Waxflower, and Static, Royal Purple Stock, Off White Vendella Roses and Majolika Spray Flowers, and Foliage. Bouquet by Norton's Flowers and Gifts, Ypsilanti, Michigan. (PHOTOS COURTNEYCAROLYNPHOTOGRAPHY.COM)



Kyle House and
Jennifer Spellman

SPRINGFEATURE

My Experience Designing at the Mid-America Cup

BY DAVE PINCHOCK, CF, VOGT'S FLOWERS, FLINT, MICHIGAN

When asked to represent Michigan in the Mid-America Cup design contest sponsored by the Arkansas Florists Association, I thought for a minute then said “Yeah, I might like to do that”.

About three weeks later, I found myself flying into Little Rock, Arkansas, renting a car and driving to Hot Springs. Besides the \$360 plane ticket I only spent \$88 on a rental car and about \$160 on three nights at an Airbnb. This can be an affordable trip. (Just a tip for next year's Michigan Designer of the Year).

Bridal show bouquet

other states, Colombia and Mexico.

The three hour contest began the next morning. The theme was Marie Antoinette. Each contestant had to make a masquerade ball mask, a bridal bouquet, and a casket spray. The spray had to incorporate an Oasis® high-heel form; a tricky beast that I recommend carving into shape.

I arrived Thursday and attended a small reception for competitors. This is where I saw my first “living table”. It was fun meeting all the people representing



The living table.



color and some metallic shades, plus they were supple and felt very life-like. They looked like great additions to prom and other corsage events.

Later that night I attended the awards banquet that had decorations nothing short of extravagant. There was a model painted bronze posing in a garden with columns around him and little pools with live mermaids. Giant Victorian centerpieces and Cirque du Soleil performers on aerial silks. All Mid-America cup participants were called to the stage. Arkansas puts on a fun and interesting floral convention.

This article is meant to inspire you to compete in the GLF&EE design contests. I would not have been invited to Arkansas if not for winning the contest last March. The trip to Hot Springs alone was worth it, add a top notch floral convention into the mix, and that is a great time. 🌸

I began working on my shoe, switched to the bouquet, then the spray. I did make some mistakes, (sorry Michigan!!) Competition design is a bit different. At work we are sending flowers to people that do not see them every day; the judges are different. I had fun, but it was challenging. I used good mechanics, but did not offer enough flair and eye-catching elements.

Alison Hobson, AIFD, CFD, AMF, Bentonville, Arkansas, was this year's winner. She received \$1,000, a trophy and an additional \$500 if she registers and competes in next year's SAF Sylvia Cup. I hope the 2018 Great Lakes Floral & Event Expo designer of the year attends this contest and takes it all back home to Michigan. It is an experience well worth the trip.

Saturday I made it to the bridal bouquet show on the main stage. Then I explored the trade fair and found a product called Zoom roses. These preserved roses are available in every

Welcome New MFA Members

Wild Daisy Floral Designs

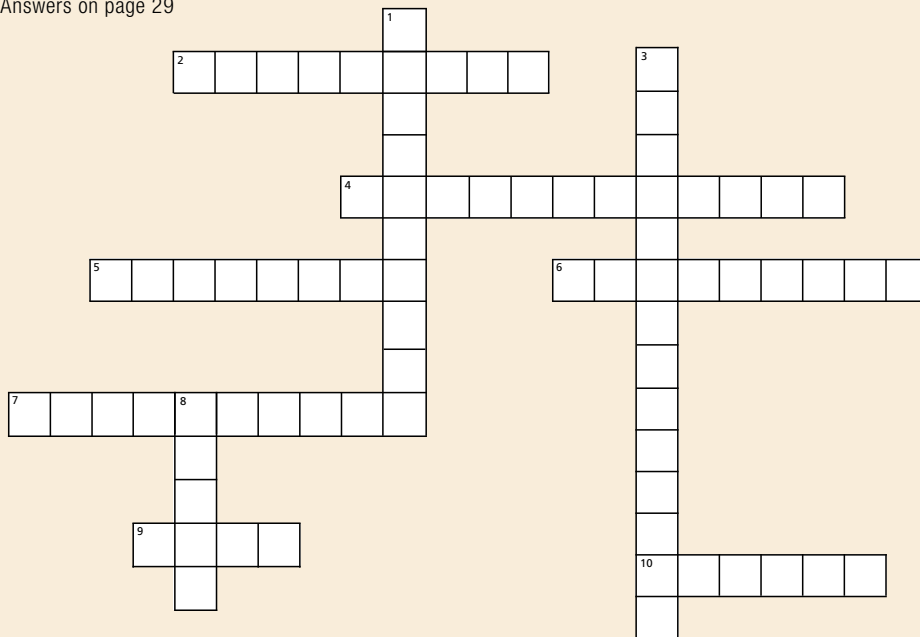
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Flower Power Crossword Puzzle

Answers on page 29



ACROSS

- 2 The world's smelliest flower
- 4 A carnivorous plant
- 5 This vegetable is technically a flower
- 6 Named after gladiator's sword
- 7 _____ move from east to west

9 The month dedicated to roses

10 Birthplace of poinsettia

DOWN

- 1 A good source of vitamins
- 3 November's birth flower
- 8 Sacred Egyptian flower

SOCIALMEDIA

Capture, Edit, Post!

BY GARRETT SKUPINSKI, CF



As someone that is a lover of the #NoFilter hashtag, I'm always intrigued by others that always filter their photos. Though I don't do too many filters, I'm a firm believer in doing some slight editing to my photos such as brightness, saturation, and vignette to name a few.

Nobody loves overly edited photos, where the design they received looks nothing like the image they fell in love with on your social media, so be careful how much you change an image.

Tag along to see how I do my social media posts. I'm not a social media master, perhaps could be doing it way better. However, try to keep it simple so it doesn't become a chore. (Also I love instagram.)

Step One:

Take 3-5 Pictures for the right angles and lighting.

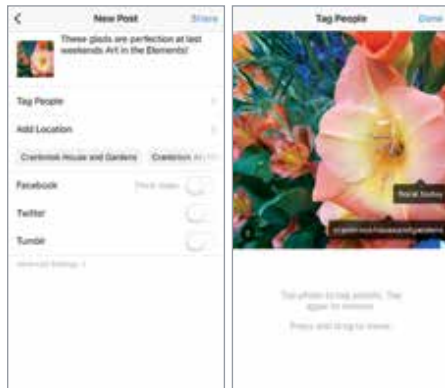
Step Two:

Simple Adjustments



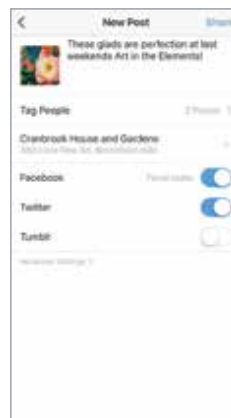
Step Three:

Simple caption or text along with tagging every brand, event or company involved with the design.



Step Four:

Always add a location then select social media sites you want to post to if applicable.



Step Five:

Hit post and spread that beauty to every corner of the world! I would add my hashtags now in the first comment to keep the post from clutter.

Your social media posts represent not just you but your company and brand universally so make sure it is represented correctly. Be an individual, remember you are a human and make sure to always share what you love! ✿

Garrett Skupinski is the owner and editor-in-chief of Floral. Today, a floral industry blog. He was a contributor to the Nature's Creative Edge and he has been a volunteer at MFA, AIFD symposiums and the Illinois State Floral Association. Currently he is a member of the MFA Young Professionals committee and serves as the chairman of the Social Media Marketing committee.

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- Fines from the card brands
- The cost of notifying your customers
- The cost of the banks reissuing cards



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- Upload batch files
- Generate printed receipts or e-receipts
- Set up multiple users with different levels of access
- Process ACH transactions
- Use your Smartphone or tablet to process transactions



5. Best Personal Customer Service

Our Customer Service Representatives are full-time employees, not contract workers in an outsourced call center halfway around the world. Their knowledge and experience (an average of 12 years in their positions) helping business owners and managers is the reason they know the answers to members' questions and score at the top on follow-up customer satisfaction surveys.



North Central AIFD Chapter Creates 'Art in the Elements'

The North Central AIFD Chapter in conjunction with the Cranbrook House and Garden Auxiliary presented Art in the Elements: A Plein Air Floral Exhibition at the Cranbrook House in Bloomfield Hills, Michigan. The original idea which started 11 years ago, 'Nature's Creative Edge', was the creation of Bob Friese, AIFD and James Lutke and spanned a 10 year run before retirement.

Exhibits of fresh floral and botanicals were created in the natural setting of The Mountain at Cranbrook Gardens. Proceeds from this fundraising event helped support the preservation of Cranbrook House & Gardens and the scholarship fund of AIFD North Central Chapter. Over 660 visited the exhibit.

Participating were: Lisa Belisle, AIFD;



Stacey Carlton

Cathy Brunk, AIFD; Stacey Carlton, AIFD; Laura Daluga, AIFD; Debi Dawson, AIFD; Garrett Skupinski, CF;



Sheryl Timmerman

Trish Haisler, AIFD; Mary Linda Horn, AIFD; Susan Hulesman, AIFD, OCF; Carolyn Kurek, AIFD; Brent Leech, AIFD; Deborah Strand, AIFD; Deb Schwarze, AIFD, and Sheryl Timmerman, AIFD.

Sponsors included Smither-Oasis Co., Nordlie Inc., A Kennicott Company, Ferntrust, Blooming of Beloit, and Mellano & Co. ✿



Lisa Belisle



Carolyn Kurek



Laura Daluga



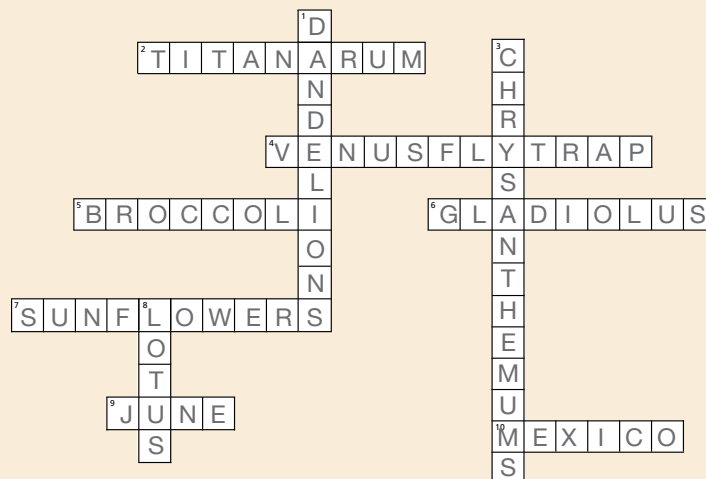
Brent Leech

In Memorium

JAMES “JIM” KRONE, AAF, 82, long-time rose grower and a leader of the Michigan Floral Association, has died. He served as the executive director of Roses, Inc. in Haslett, Michigan, and was also an instrumental member of the Michigan Floral Association in the 1960s, helping produce its magazine, and organizing the annual convention. In 1971, he received the association’s National Service Award. In 1980, the Society of American Florists honored him with the John H. Walker Award for outstanding achievement in association leadership. He is survived by his wife Valerie, and daughters Jackie and Kerry.

ROBERT “BOB” COLE AIFD has died at the age of 79. He was the co-owner with Ernie Dawson of Flowers by Josie in Grayling, Michigan, for many years. After he sold his portion of the business to his partner, Mr. Cole sold silks and baskets throughout Northern Michigan. He then retired and moved to Florida. He is survived by his brother, Dan (Jean), nieces Jody and Stacy, and friend Richard Davidson.

Flower Power Crossword Puzzle



INDUSTRY INFO

2018 World Floral Expo Moves to Chicago

Chicago will host the 2018 edition of World Floral Expo. After four years the event will return to the Rosemont Convention Center, Tuesday March 20 to Thursday March 22.

One of the elements of last year’s show in Las Vegas was the high number of flower growers exhibiting. More than 90 percent of all exhibitors were growers from the main flower producing countries, i.e. USA, Ecuador, Colombia, Kenya and Ethiopia. For more information visit www.worldfloralexpo.com.

Floriculture Expo Set for June 25-27

The International Floriculture Expo will be held June 25-27 at McCormick Place Convention Center in Chicago. The Expo is North America’s largest B2B mass market floral retailer trade show. Industry presenters from around the world will take part in the conference program in addition to two days of exhibitions with hundreds of suppliers.

The Expo and *Super Floral* will partner for Education Day, June 25, to present the latest industry trends and issues, including Flash Floral speed networking, several panel sessions and a keynote presentation. The day culminates with the toast to the industry reception featuring the merchandising awards of excellence and a flower naming ceremony.

Mayesh Design Star Chosen

Mayesh Wholesale Florist has chosen Kaylee Young to represent the brand, leading workshops and instructional videos across the country.

This year’s Design Star has been designing flowers for seven years, starting Flourish by Kay in Portland, Oregon, three years ago. Her work has appeared in many bridal magazines. She specializes in telling color stories through flowers, designing a wild and natural feeling and putting together large floral installations.

Rothe Wins FTD Contest

Rothe Florists, Philadelphia, Pennsylvania, has been selected as the winner of the sixth annual FTD Makeover Magic contest. The family-run shop will receive a free flower shop makeover spearheaded by FTD education consultant and visual merchandising design expert, J. Keith White, AIFD.

Herb Rothe III and his wife, Cheryl, are working closely with White to develop a plan for revitalizing and refining the 109 year-old shop’s merchandising while honoring its historic roots.

Deluga Joins Smithers Design Team

Smithers-Oasis has added fourth-generation florist Laura Daluga, AIFD, to its six-person design team, which leads educational programs throughout North America showing new floral trends and sharing knowledge and experience to help florists grow their businesses.

Deluga is a designer at Keller & Stein in Canton, Michigan, and owner of the Department of Floristry, a design studio in Ann Arbor specializing in events and corporate designs, floral sculpture and fleur couture.

Designers Gain Recognition

FTD’s lead floral designer, Andrea Ancel, has earned the Certified Floral Designer designation from the American Institute of Floral Designers. Ancel is responsible for developing FTD.com’s collection of artisan-designed, handcrafted bouquets.

Mallory Green, ProFlowers merchandising manager, has been inducted into the American Institute of Floral Designers. Mallory graduated with a Bachelor’s of Fine Arts from the Savannah College of Art and Design and has traveled the country for over 13 years developing floral creations.

Attention Designers – The Michigan Floral Association Presents
Fantastic Education Sessions!

Introduction to Floral Design
12 Week Course
 Wednesday evenings
 April 18 - July 18, 2018
 Time: 6:00 p.m. to 9:00 p.m.
 Instructor: Cindy Ching, AIFD, CF
 Member \$1000
 Non-Member \$1250
Includes all flowers and supplies
 Go to www.michiganfloral.org
 for complete course information.

SAVE THE DATES!
 One week
Introduction to Floral Design
 August 6-10, 2018
 One Week
Intermediate Floral Design
 September 24-28, 2018

Intermediate Floral Design
12 Week Course
 Thursday evenings
 April 19 - July 19, 2018
 Time: 6:00 p.m. to 9:00 p.m.
 Instructor: Cindy Ching, AIFD, CF
 Member \$1250 • Non-Member \$1500
Includes all flowers and supplies
 Go to www.michiganfloral.org for complete course information.

Steps to Certification
 Wednesday, June 6, 2018
 Time: 10:00 a.m. - 4:00 p.m.
 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.

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

Make 2018 the year you and your employees become Certified Florists!

Order a manual and one round of testing for only \$599.95.
 Call Cindy at (517) 575-0110






CLASSIFIED ADS

SEEKING DONATIONS

WUMFA Seeking Donations for Raffle:

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

MFA Scholarship Committee Seeks Donations for the 2019 Raffle:

Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics, tools, sporting equipment, as well as any floral related products. For more information on how to donate call the MFA office at (517) 575-0110 or go to www.michiganfloral.org/mfa_scholarship.html and download a Silent Auction donation form (PDF file).

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 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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