

The
Professional

Florist

Volume IV 2018

Christmas Trends

**Holiday Designing on
the Lakeshore**

**A Wholesaler's Holiday
Perspective**

**What's Up with
Eggnog, Anyway?**

**DIAMOND AWARD
WINNING PUBLICATION**

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The Professional

Florist

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Leadership Report

4 Our Association's New Mission Statement

By Rod Crittenden, MFA Executive Vice President, WUMFA Executive Director

Holiday Feature

6 Holiday Displays on the Lakeshore

By Skeeter Parkhouse

12 Christmas Trends 2018

By Marlin Hargrove, AAF, AIFD, PFCI

14 Mark Thompson Retires from Hiawatha

15 Christmas Greens

On The Road Again

8 A Tale of Two Flower Markets

By Barbara Gilbert

CF Report

10 Design Style

By Cindy Ching, AIFD, CF

Twenty Become Student Certified Florists

Share Your Story with the Professional Florist

Designer Spotlight

17 Christmas... Traditional Doesn't Mean Boring

By Lisa Vandermeer, 2018 MFA Designer of the Year

Northing Rhymes With Orange

18 The Sustainable Mechanics Movement

By Derek C. Woodruff, AIFD, CF, PFCI

It's Still About Relationships

20 What's In, What's Out and What's Real

By Amy Hendrickson

Designer Tip

23 How to Create a Christmas 'Tree'

By Tonja VanderVeen, AIFD, CF, 2018 MFA Academy Winner

WUMFA

24 We Need Your Help! WUMFA is Celebrating 100 Years

By Denise Barnett, WUMFA President

Parallel Design Class Held

Memories 1983

25 Holiday Preparation... a Wholesaler's Perspective

By Pam Bogardt

26 WUMFA Education

Neville On The Level

28 What's Up with Eggnog, Anyway?

By Neville Mackay, CAFA, PFCI, WCF

16 Florist of the Year – Blumz by JRDesigns

16 Industry Info

26 Funeral Directors Visit MFA Booth at Show

29 MFA Annual Golf Outing | Classified Ads

30 Education Sessions

31 Business Card Ads



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Our Association's New Mission Statement

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



On the morning of Tuesday, April 17, the MFA board of directors met in Mt. Pleasant, Michigan, for a strategic planning session. The agenda included reviewing the MFA mission statement as well as all current committee responsibilities.

The MFA mission statement had been in place and not updated since 2003. It reads: To provide education and professional partnerships which help to position Michigan Floral Association members at the forefront of the floral industry.

After much discussion the board concluded our association has grown and diversified and will continue to do so. As our industry changes, expands, and grows so will our association. We will welcome and embrace new members not only from Michigan and the Great Lakes region but also from across the country and around the world. With that said, it was decided we needed to update the mission statement to be more reflective of where we are and where we want to go.

With this in mind, a new statement was crafted to be more inclusive and representative of the membership. The new mission statement reads: To provide education and professional partnerships to advance the industry and position our colleagues at the forefront of the floral industry. This new mission statement was voted on and adopted at the meeting.

The association works to accomplish its mission through various committees. The second part of the meeting focused on these committees. The board reviewed each committee and offered ideas for each committee chair to review and prioritize in the coming months.

Following is a list of current MFA committees along with the committee chairperson. Committees regulated through the association bylaws are listed here first and marked (closed) along with the committee structure regulations.

Executive Finance: Jerome Raska AAF, AIFD, CAFA, CF, PFCI (closed) This committee shall be chaired by the president and consist of the vice president, treasurer, immediate past president and one (1) additional director who will be appointed by the president, subject to approval of the board.

Awards and Nominations: Bob Patterson CF (closed) This committee shall consist of not less than three (3) nor more than five (5) members. The chairman shall be the person serving as immediate past president. If that seat is vacant, the president shall appoint a chairman subject to approval by the board.

Strategic Planning: Jerome Raska (closed) This committee shall consist of the president, vice president, the immediate past president and at least three (3) additional active members.

The committee should also include an outside, disinterested consultant knowledgeable in planning procedures. The president, vice president and immediate past president shall serve on this committee during their terms as officers. The three (3) other members from the association shall be appointed by the president subject to approval of the board of directors for three (3) year terms, except for the purpose of implementing the provisions of this section. The initial MFA members will be appointed for the following terms:

1. One member for a term of three years. 2. One member for a term of two years. 3. One member for a term of one year. Thereafter as terms expire members will be appointed to serve for three (3) year terms, except when it is necessary to fill a vacancy.

Scholarship: Janice Curran (closed) This committee shall be under the control of the board of directors. There shall be a committee chair, that is a current board member, nominated by the president at the annual meeting of the board of directors. The committee chair will appoint other committee members who have or who are currently serving on the board of directors.

The following "Standing" or "Ad Hoc" committees have been established and deemed necessary by the president; each has been approved by of the board of directors. Each committee chair gives a report at every regular board meeting.

Great Lakes Floral & Event Expo: Kiersten Schulte (open)

Education Center: Alice Waterous AIFD, CF, PFCI (open)

Certified Florist: Alice Waterous (open)

Regional Meetings: Jeanette Ballien (open)

Membership: Janice Curran (open)

Publication: Bob Patterson (open)

Website and Social Media Marketing: Kyle Manning (open)

Young Professionals: Jason Rudicil (open)

Centennial Celebration: Jerome Raska (open)

Marketing: Jerome Raska (open)

If you'd like to serve on one or more of these "Standing" or "Ad Hoc" committees marked (open) please make your intentions known by contacting the MFA office at (517) 575-0110. We are always looking for new faces with new ideas on better ways to serve our membership. ✿

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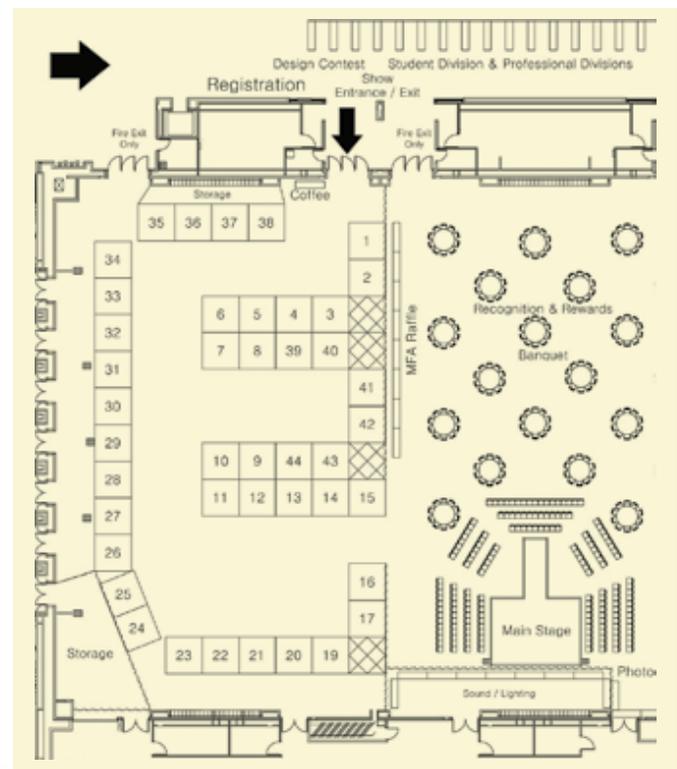
2018 Great Lakes Floral & Event Expo Facts

- * Total 2018 Registration: 420
- * 298 buyers/designers/employees
- * 90 representatives from 29 exhibiting companies
- * 32 students from six different schools

EXHIBITORS: Reserve space now for the 2019 Great Lakes Floral & Event Expo

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HOLIDAYFEATURE

Holiday Displays on the Lakeshore

BY SKEETER PARKHOUSE, WASSERMAN'S FLORAL AND GIFTS, MUSKEGON, MI

This is the 138th year of planning for the holiday season at Wasserman's Floral and Gifts. A lot has changed since the first year that Louis and Amelia Wasserman opened their flower shop. Now the fifth generation of family is in charge, siblings Angie Wasserman-Nelund and Troy Wasserman. Located right across from Muskegon Lake, Wasserman's is the oldest family owned business in Muskegon.

The planning starts in January with a visit by Troy and myself to AmericasMart in Atlanta, one of two trips made every year. We cover many miles, walking the floors and showrooms to find current trends, unique décor, and gift items to bring back to the store. This is where we decide our many themes for the holiday season, consider what colors are hot, what the new trends are, what's new at the market, and what we know our customers will buy. Note taking is a must throughout this process in order to stay organized. This year we have an orange tree coming in as well as a navy blue Christmas tree, making great statement pieces on the display floor.

When we return to the store we begin with a floor plan. Each area is assigned a theme and a name. We then create



unique signage to hang in each display, giving each area its own little world for the holiday. This is a group project and we have a great team of employees who collaborate to come up with the right names for each area. Snowy Night, Gilded Tidings, Whimsical Americana, Blue Christmas, and Walk in the Woods are a few examples from this past year.

When planning for the holidays it's important to not forget the Fall Bounty! Thanksgiving is a great holiday for decorating as well, so be sure to have a display in-store for your customers.

All of this planning and creating displays sets the mood for our annual Holiday Open House. Always held the

first weekend of November, it is a very successful event and kicks off the season. This same weekend there is a large craft show at a local high school which ties in nicely with our open house.

Many shoppers make a day of it, coming to both events. We have cookies and a hot cocoa bar for our guests. It's complete with marshmallows, candy canes, mini chocolate chips, and whip cream to top it off. We also have some great giveaways.

The night before the event there is a special evening with extended hours for everyone in the community with music, wine, great food, and a hot cocoa bar to provide a festive atmosphere as



our guests shop. The displays are filled with many candles, creating a magical look inside the store with the stars in the sky over Muskegon Lake out the front windows.

We also have a large heated tent set up outside our front door with local artists. This has become a great addition and adds to the shopping experience. We carry some of these artists in the store but it's great for customers to be able to talk to the artists directly during this weekend, making a lasting impression so they remember to come back throughout the year to buy their items.

We create a buzz about our open house with social media and postcard mailings which we custom design with photos of holiday merchandise. We also wait to bring out most of our merchandise until the week of the open house. This makes Thursday a late night for the whole team as we put the final touches on all displays. All this time and extra effort makes the Friday evening event a great unveiling of the holiday season.

We also offer design workshops in the store which I teach three times a month during the year. During the holiday (November and December) this jumps to 15 to 18 workshops. I do several private workshops for groups of friends where we make Thanksgiving decorations, fresh evergreen wreaths or Christmas centerpieces. This brings in an additional 200 to 250 people who get to create their own design to take home. This also offers them an evening of private shopping.

We create our own holiday specials, name them and take pictures for our website. Home for the Holidays, Berry Christmas, Gold Tidings, and Holiday Delight are just a few we've done in the past.

All of this is done with the amazing staff, some who have been here for over 30 years. It takes a great team to make all of this to happen. All the many months of planning create a successful holiday season and then we start all over again in January. Wishing you all a great Holiday! ❀



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



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

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

The Michigan Floral Foundation supports the industry through various educational opportunities and community enrichment activities. It provides financial aid to those seeking to become a Certified Florist. Contributions are tax deductible. Donations can be made in honor of a birthday or anniversary or in memory of a loved one. To donate contact the MFA office (517) 575-0110 or visit www.michiganfloral.org and click on the MFF in the menu bar.



Tickets for this event are available by calling the Michigan Floral Association at (517) 575-0110.

Don't miss this exciting evening of fun and fellowship.

ON THE ROAD AGAIN

A Tale of Two Flower Markets

BY BARBARA GILBERT, EDITOR

Many European cities have outdoor flower markets: London, Paris, Florence, and Amsterdam to name a few. Last year I was able to visit two of the most interesting.

FLORENCE

Looking for bellissimi fiori, piante d'appartamento, succulente, or odori, then the market in Florence, Italy is the place to go. Open every Thursday from 10:00 a.m. to 7:00 p.m., it is held in the heart of the city under the loggia along Via Pellicceria in Piazza della Repubblica.

As you walk across the piazza and go under the portico, you see every manner of plants and flowers. You can buy (cash only) single flowers, bouquets, houseplants, succulents, herbs, seeds, etc. Much like in Amsterdam, you see the Fiorentini bring flowers home on a regular basis, although not on bicycles which could be most dangerous. Italian drivers do not have the same respect for bicycles as do the Dutch.



Under the portico in Florence.



Roses, along with orchids, are the most popular flowers in Italy.



Anthurium plants.



Many varieties of flowers and plants are available at the market.

AMSTERDAM

Speaking of one of my favorite cities, Amsterdam is home to the world's only floating flower market. The market was set up in 1862 to receive flowers that were brought in by boat each day from the flower fields and greenhouses across the country.

The Bloemenmarkt is open all year long from Monday to Saturday 9:00 a.m. to 5:30 p.m. and Sunday from 11:30 a.m. to 5:30 p.m. It consists of 15 or so shops located on floating barges along the Singel canal. In addition to featuring cut flowers, bulbs, plants, and supplies, wooden tulips, cheese, Delft objects, and other souvenirs are plentiful. During the holiday season they have Christmas trees and other holiday decorations.

Visiting the floating flower market, stopping for a Heineken or hot chocolate, and taking a canal ride, is a very pleasant way to spend a day in Amsterdam.

Amsterdam photos by Deborah Janke, Bradenton, Florida.



Canal side of the floating flower market



Beautiful bouquets



These dahlias are selling for approximately \$4.00 per bunch or \$7.00 for two bunches.



Visitors checking out the many stalls



A plethora of flower bulbs

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Design Style

BY CINDY CHING, AIFD, CF



A Crescent (C-Shaped) design resembles the moon in either its first or last quarter with some mass in the center tapering to points at both ends. Ascending upward crescents are more traditional in container arrangements. Crescents can also be descending, generally in pedestal containers or for handheld bridal bouquets. In an asymmetrically balanced crescent design's truest form, the tip of the longer line extends either directly above or below the center of the focal area. However, it can also assume a more open, relaxed form as long as it retains a "C" shape. In this design a strong focal area is required for visual balance. The center of a crescent design must remain "scooped out" with a great deal of negative space, so that the shape of a "C" is clearly defined. Crescent designs may be one sided or all sided. ✿

Arrangement by Cindy Ching, AIFD, CF

**Make this year
the year you become
a Certified Florist!**



CF Steps Class is Wednesday, **October 3, 2018**
Next CF Testing is Sunday, **October 14, 2018**

Twenty Become Student Certified Florists

Twenty Michigan students gained recognition as Student Certified Florists at the 2018 Future Farmers of America state skills testing held at Michigan State University.

The students copied an arrangement and made a wire and taped corsage. Additionally, there was a written test on product ID and multiple choice questions from the Certified Florist Manual.

Three hundred seventy five high school students completed the test, then 40 went on to make a vase design, the last part of the hands-on section. Students receiving more than an average of 80 percent or better on both test portions become Student Certified Florists.

The 20 new Student Certified Florists attend Lapeer Co. Education and Technology Center, Pankow Vo-Tech Center, Genesee Career Institute, Roosevelt High School, Van Buren Tech Center, and Jackson Area Career Center.

Michigan Floral Association Certified Florists ran the event. Our thanks to everyone who helped make the event a success. ✿



Share Your Story with the Professional Florist

As you read this magazine, think about something you can share with our readers. It doesn't have to be a full length article: a result of your marketing efforts, a heart-warming response from someone who received flowers from your shop, an employee who goes the extra "smile" for you, your most enjoyable bride. We are in the business of making people happy, so let's share those stories.

Afraid your writing isn't good enough? No problem, just submit in your own words, and our editorial staff will brush up the spelling and syntax as needed. The important part is connecting with others in the industry.

Here's one from Alice Waterous AIFD, CF, PFCI, to get you thinking:

When I owned a retail shop, my delivery person was an efficient, no nonsense kind of gal who got things done in short order. But, we knew when a delivery went to any of the local nursing homes, it would be awhile before she returned. Rita always spent a little time visiting because she knew how much it meant to the folks there (small town, when you could deliver right to the rooms). Priceless customer service!

As a supporter of the Michigan Floral Association and its publication, your input is what makes us tick. ✿



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HOLIDAYFEATURE

Christmas Trends 2018

BY MARLIN HARGROVE, AAF, AIFD, PFCI, PETE GARCIA COMPANY, ATLANTA, GA

It has been said that Christmas will always be red and green until Santa changes his outfit. While this traditional duo remains the most popular color combination, we are always searching for new choices and trends to bring our holiday imagination to life. Living in such a fast paced society where influences quickly come and go, the need to stay current is always a moving target.

Each year, the team at the Pete Garcia Company presents the very best in creative and innovative floral concepts beautifully displayed in our Atlanta showroom, Floramart. Our family of companies joins together in ordering a multitude of floral trends to meet the desires and inspire the souls of our diverse and colorful industry. It won't be long before the summer heat passes and December 25th is quickly approaching. Here are some ideas and trends that will get you prepared for a most beautiful Holiday 2018.

Santa's Workshop

The place has gone crazy with a playful combination of characters. Featuring elves, reindeer, and even the jolly ole man himself in a haphazard display of Christmas joy. This is taking the purely traditional and making it absolutely fun. The whimsical approach takes each of us back to our childhood when Christmas morning was truly magical. While this is not a bold new idea, it is a reminder to always add some emotion, movement and breath to our traditional schemes so that they will have life and will always be more than just visually appealing.



Santa's Workshop

Red and Green...and Blue, too!

We've taken a traditional look and added a touch of WOW. Incorporating a cool frosty blue as an accent to the traditional red and green color scheme steps up the ordinary into something truly special. This has a more modern and youthful edge and gives an exciting presentation for colors that would normally be in separate displays. A dusting of white helps bring this look to its crisp and fresh appeal.



Red, Green...and Blue, too

Green with Envy

What would we do without green? It one of the most important colors of any floral project. Overtime, the intensity and shade have shifted to fit the style of the day while some tones reappear under a new name. Chartreuse, sage, basil, lemongrass, fern, olive, lime, shamrock, mint, emerald... whatever the hue, chroma or lightness, there is a place for them all. We have learned to rise to the occasion and feature a combination of greens so that they will radiate beautifully even on a traditional evergreen foundation. Adding bright furry white deer has created a stark and interesting contrast to this menagerie of monochromatic bliss.



Green with Envy

Winter White

The quiet and calm of a winter morning is the inspiration for this frosted harmonious setting. A simplistic array of natural grain colors lightly dusted with coat of snow create a peaceful display that can easily flow from late fall all the way through the winter season. Not only a beautiful view but also a beautiful value. Birds, birch and willow branches, tipped evergreens, wood covered ornaments, deep brown pine cones and aged metallic accents all come together to create a textural and dimensional delight.



Winter White

Color Me Christmas ... Courtyard or Carnival?

This collection is all about color. In using jewel tones, I am influenced by the radiant tones of the cloaks and crowns of the "Magi of Bethlehem", Balthazar, Melchior and Gaspar. Just like the Wise Men, the gift begins at the presentation. Once again, the stars of



Courtyard

the theme would be ruby red and an emerald green. It is the accent colors that create the magic. To reach a more elegant and regal appeal, accent with royal purples, tawny golds, rich teals and even dark burgundy reds. Mix in some tinted birds or feathers and velvet ribbons to add to the aristocracy.



Carnival

However, if you are wanting a more jovial carnival feel, accent the traditional base with brighter shades of medium to royal blues, vibrant basil greens, daring cherry pinks and splashes of mixed metallics in bright gold and silver. The simplicity of glass millimeter balls and mixed glittered and sequined ribbons is an easy way to carry the message is color.

Whatever your choice, keep your tones in focus but always feel free to color outside the lines.

From Manger to Farmhouse

The scene was set at the very beginning of the Christmas story. In a rustic and humble bed He lay, a Savior in a stable bare. Earthy tones are presented in weathered woods, and vintage accessories. Traditional icons are forged from repurposed materials.

Metallics are hammered, acid washed or rusted. Florals are kept to simple hues of whites, creams and tea stained linens. Literally, whatever was old is new again. This appeal is comfortable and homey. It also allows for some individuality by creating a niche for heirloom pieces to be displayed. Who would've thought that in 2018 this antediluvian environment would cast such a strong influence on not only holiday trim but also our wedding and everyday decor?



Manger to Farmhouse

Minerals and Metals

We are often faced with the age old question. Should I use gold or silver? The answer is clear and easy, use both. And while we're at it, let's



Minerals and Metals

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HOLIDAYFEATURE

introduce their cousins copper and platinum. Mixing metals is a great way to bring in yet another more natural and complementary visual for most interiors. The range of metals is expansive and they work well together just as they do in nature.

Marry the lighter tones of zinc, tin and steel with the pink tones of rose gold

and copper. Warm things up a bit with shadings of old gold and aged penny. Create some interest with accents of deep ore, lead or bronze. Infuse some crystals and rhinestones to amalgamate the composition for the ultimate of sheens. From the core of the earth to the heart of the home metals mix together beautifully.

The palette has been set for a beautiful holiday season. Whether opulent and embellished or simple and clean, we've created some spectacular trends to guide your creative process. Don't let the calendar catch you by surprise. There are just a few months before the big reveal. Plan now to make your holiday sparkle and shine. Set the mood with an interpretive color scheme and share your talent through creative design. Deck the halls with boughs and bobbles and tie them up with the perfect seasonal ribbon. For Holiday 2018, present your BEST present ... *Be the Gift.* ✿

Mark Thompson Retires from Hiawatha



Hiwatha Evergreens has announced the retirement of General Manager Mark Thompson, effective June 29. He had worked for the company since 1991 when he was originally hired as Hiawatha's sales manager. In his honor, Hiawatha hosted a private luncheon at the corporate office in Shelton, Washington.

According to a company press release, "Mark played a major role towards the growth of the company over the past twenty-seven years and will be sincerely missed. He and his wife Terri will be relocating to Spokane, Washington, to spend their golden years living near children and grandchildren. We wish Mark all the best in his future endeavors." ✿

A promotional advertisement for Flint DWF. The top half shows a close-up of a vibrant bouquet of red flowers, including roses and hydrangeas, with red berries. A large red ribbon is tied in a bow across the bottom left. The background is a gradient of green and white. Text is overlaid on the bottom half of the image.

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Pictures and Descriptions Courtesy of Hiawatha Evergreens, www.hiawathacorp.com.



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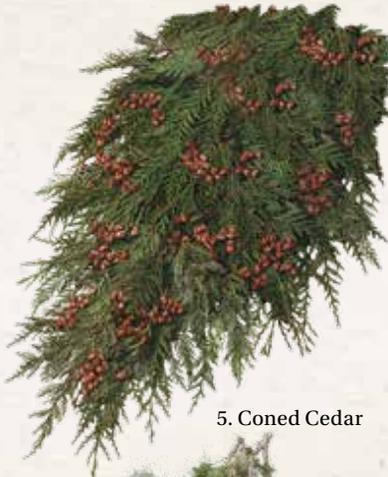
2. Silver Fir



3. Shore Pine



4. Douglas Fir



5. Coned Cedar



6. Princess Pine



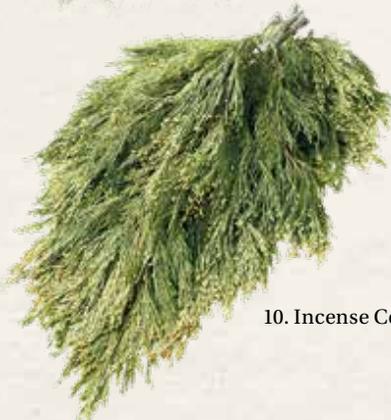
7. Port Orford Cedar



8. Mountain Hemlock



9. Juniper



10. Incense Cedar

1. Noble Fir boughs are long lasting, hardy and fragrant. They are the most frequently used bough material.
2. Silver Fir is dark green with a distinct cast of silver on the underside of the needles.
3. Shore Pine is rather dark, both in leaf color and bark. The needles are short and in pairs.
4. Douglas Fir boughs are a seasonal favorite.
5. Coned Cedar is accented with small clustered cones.
6. Princess or White Pine boughs are delicate, long needled and lacy.
7. Port Orford Cedar offers a classic elegance in traditional Christmas greens.
8. Mountain Hemlock features delicate dark green foliage.
9. Blue Berried Juniper is aromatic with delicate silvery blue berries.
10. Incense Cedar has golden buds, wonderful aroma and lacy foliage.

MFA Congratulates Blumz and 307 Events

Blumz by JRDesigns was named the 2018 Michigan Florist of The Year by *Michigan Meetings and Events* magazine. Blumz was featured in the magazine and honored at an awards ceremony held at Cobo Hall in Detroit.

In 2018 Blumz hosted their biggest Ladies Night Out and opened a third retail location in downtown Holly, Michigan in addition to stores in Ferndale and Detroit. They also now are featuring more Michigan made items in their stores.

Also cited by the magazine for her accomplishments was Kate Walski, 307 Events, Traverse City, Michigan, who was named Michigan Supplier of the Year. ✿



Blumz' Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, poses with Kate Walski, 307 Events, Traverse City, Michigan, Michigan supplier of the year. Both are MFA members.



INDUSTRY INFO

Meaning of the Flowers in Royal Wedding Bouquet

American Megan Markle, now the Duchess of Sussex, carried an all white wedding bouquet at her marriage to Prince Harry. Royal wedding bouquets tend to be all white.

The bouquet featured forget-me-nots, Princess Diana's favorite flower, sweet peas, lily of the valley, astilbe, jasmine, and astrantia bound with "naturally dyed" silk ribbon. Several flowers were gathered by Prince Harry in the garden at Kensington Palace.

The flowers signified various emotions including strength, courage, happiness, sweetness, patience and dedication. Also included in the bouquet was a sprig of myrtle, a royal tradition which dates back to the wedding of Queen Victoria's daughter, Princess Victoria in 1858. Myrtle symbolizes hope and love.

London florist Philippa Craddock did the bouquet and all the flower arrangements for the wedding celebration, using white garden roses, foxglove, and peonies with beech, birch and hornbeam branches. The flowers in St. George's Chapel were made into bouquets and sent to patients at an East London hospice after the ceremony.

The bouquet was put on the Grave of the Unknown Warrior in Westminster Abbey by the Queen Mum in 1923, who left her flowers honor of her brother who was killed in World War. It is now tradition for royal brides to follow this custom.

Send Your Flower Story to Neville for His New Book

International florist and *Professional Florist* columnist Neville MacKay, CAFA, PFCI, WFC, is now an author. His first book, "Neville on the Level" was finished last year. He is working on another possible series of books, about people's personal flower stories and looking for stories from 20 to 200 words. Send them to him by email at info@mymothersbloomers.com or a PM on Facebook to be included in the book.

Petal It Forward Set for October 24

For the fourth year in a row, the Society of American Florists is promoting Petal It Forward, a nationwide feel-good promotional effort that shows how great it feels to both give and receive flowers. Date set for the campaign is Wednesday, October 24.

In 2017, industry members held 573 local Petal It Forward events in 467 cities in all 50 states, the District of Columbia and Canada, resulting in nearly 82 million impressions through SAF-generated and local member public relations and social media efforts.

The premise behind Petal It Forward: passersby receive two bouquets, one to keep, and one to share, and are asked to post a picture on social media with the hashtag #petalitforward. The main goal is to generate traditional and social media coverage to highlight the benefits of flower power.

SAF provides members with advice on program logistics, as well as easy-to-implement materials and resources at safnow.org/petalitforward.

FNRI Receives \$1 Million in Funding

The Floriculture and Nursery Research Initiative (FNRI) received \$1 million in funding through an omnibus spending bill approved by Congress.

The number represents the largest single increase in almost 20 years for FNRI, which plays a critical role in generating scientific research on high-priority issues that affect all industry segments including post-harvest technology, water quality and pest and disease management. The increase is a direct result of the Society of American Florists' year-round lobbying for FNRI.

Flower Marketing Monday Videos Are Available Free

The American Floral Endowment's #FlowerMarketingMonday video series kicked off in April and reached more than 30,000 consumers in its first few weeks. It continues through December 2018.

The series features a weekly flower marketing video for the floral industry to use to promote everyday flower buying, holidays, and special life moments. The first few videos in the series each received more than 10,000 views, and have also been shared and watched through Twitter, YouTube, Vimeo and other outlets. Retailers can use these marketing videos to increase their online marketing presence and to promote buying local.

In all, over 50 videos are set to be released in 2018, and every video can be downloaded, personalized and re-posted on industry members' websites and social media platforms.

Download the videos today and follow AFE on Facebook and Twitter to receive notifications of new videos as they are published!

Christmas...Traditional Doesn't Mean Boring

BY LISA VANDERMEER

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

During the Christmas season many florists put a lot of time into decking the halls for clients and themselves. Color themes and styles can be endless. When it comes to Christmas decor anything goes. That being said, I love the classic traditional red and green. Traditional does not need to be boring.

There were so many possibilities how to use this oversized oblong container with a subtle metallic sheen. I like the idea of mixing metallic sheen with a natural vine ball and the draped soft permanent evergreens with the sparkle of the glitter flocked foliage as an accent. The pop of red from the berry vines provides a nice finish. In creating this arrangement

I didn't permanently attach any products into the container, so it could be used for the next season.

Can you imagine this arrangement sitting on an oversized mantle with the elegant permanent evergreens cascading down the side? This traditional style Christmas decor can make a big statement. ✿



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NOTHING RHYMES WITH ORANGE

The Sustainable Mechanics Movement



BY DEREK C. WOODRUFF, AIFD, CF, PFCI, THE FLORAL UNDERGROUND, TRAVERSE CITY, MICHIGAN

A movement has been growing in the floral industry encouraging designers to adopt more sustainable practices and minimize our carbon footprint on the earth.

The idea of incorporating mechanics that are reusable and/or recyclable is not an entirely new concept. Many of us have adapted our own methods for design practices that minimize the use of “throw away” materials, but not until recently has a manufacturer stepped forward to take on the challenge of producing solutions within our industry.

Syndicate Sales, Inc. recently collaborated with floral designer, Holly Heider Chapple, to bring her creative, homemade mechanics to a professional level. Holly, who is known for making her “pillow” and “egg” devices for weddings and events, has worked with Syndicate to develop a manufactured, sustainable version of these mechanics.

The product design is based on old-school techniques using chicken wire, only the new version is made from recyclable plastic. These new plastic mechanics are not only recyclable, but also reusable, affordable, and absolutely sustainable.

For those unfamiliar with the “pillow” and “egg” design, the mechanics act as structural support for stems in hand-tied bouquets, and also for use on top of containers. These mechanics have also been paired with glass and plastic compote containers based on designs by Chapple.

Recent changes to the recipe of the green foam bricks have given them a lower carbon footprint, making them biodegradable in a landfill in a year and a half. Although scientists have made great strides in “greening” the production of flower foam, it is still not recyclable or reusable. Florists around the world are excited by the new sustainable mechanics. It is exciting to see the

forward movement to make our own “green industry” a bit more sustainable.

For more information, florists can contact their local wholesaler. ✿

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



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IT'S STILL ABOUT RELATIONSHIPS

What's In, What's Out and What's Real

BY AMY HENDRICKSON, AMY KATE DESIGNS, ELK RAPIDS, MICHIGAN

Keeping up with creative ideas and industry trends that cross my desk and computer screen every day can be both exciting and overwhelming, especially at the start of another busy wedding season here in northern Michigan.

I'm reminded every time that my job is to showcase relationships in a unique and unforgettable way. It's a lot of work, it's endlessly enjoyable and always just a little emotional. I love what I do, and I've made life-long friendships all along the way.

From the first meeting until the wedding day, it's about listening very carefully. During those discussions I come to know what my clients like best about life and themselves. I get a pretty good idea on how they want their wedding weekend to feel. All their ideas are significant to me. It is important they know I hear them, that I gain their trust. This allows me creative freedom to go about my job. This is a big deal. It's so important and with the details and timing involved there is no room for error or omission.

While it would be a luxury to plan our weddings around the year's most popular color palettes, contemporary designs and popular social media promotions, my experience in this business has taught me that the best wedding themes and designs come from paying attention. What are the client's needs? What is it that makes her melt? It's personal, after all. It's all about them. And that's exactly why no two weddings are ever the same.

These days almost every bride comes armed with their collected ideas from Pinterest or Instagram and already have their innovative ideas in place when we meet for the first time. This is when it gets to be fun and opens so many possibilities.

At this point I take the lead, reel them in and educate a little along the way. Because of our experience, we floral creators know the color rules, and how texture can change the direction of a design. We think and create to scale, keeping our lovely vignettes and tablescapes visually pleasing. It's effective, it works, and we know it.

So, with style and tact we approach their collective ideas and construct them so they're suitable for the room or tent layout, such as magically converting a picture of farm tables with long lush garlands to a design for a 60" round table or translating the photo of the grand ballroom filled with chandeliers with layers of fabric swooning from wall to wall to an idea more appropriate for the barn where the reception will actually take place.

And about the complimentary white table cloth that so often comes with the package from the caterer, we put it under a

beautiful linen one with color and texture so the table dances with layers and movement which also grounds the designs in the room. We think with the overall picture in mind, and that's why it works. However, there is one thing I stand firm on and that is to never ever compromise what I know from experience. If it doesn't feel right, it probably isn't...so don't waiver as it's just not worth it.

The following wedding stories show what it means for me to be in business these days. After 32 years I still get emotional, I take it personally and I own every one of the events I book. I have a talented team of designers I call friends who feel the same as I do, affiliations I value and depend on for inspiration and support, and a remarkable family that cheers me on and continues to move me on all levels. I'm not in this alone, we're in it together. We're family and I'm grateful.

Our business is based on relationships. Sharing families, friends, and love. To a bride, her wedding is one of the most

Lauren and Tom tablescape



IT'S STILL ABOUT RELATIONSHIPS

notable events in her life, next to birthing a child. We as florists, event planners and industry professionals are asked to be front and center in such an incredible affair. This is a gift.

Lauren and Tom – Skipping Stones on Lake Walloon

When Lauren and I first spoke on the phone, she described her overall vision. They'd chosen a beautiful lakeside hotel and grounds as their summer venue. She wanted "the glow of candlelight everywhere, lighted pathways leading to the beach and dock, everything with clean, simple lines and fun spicy colors that dance between watermelon pink, peachy persimmon, and a pop of chartreuse. Some birch would be a nice touch, too."

She explained that she and Tom both traveled a lot with their work and that since many of their guests would be coming from faraway places, maybe we could incorporate some travel themes in our designs. Since Tom spent his summers boating

on the lake at the family cottage nearby, they both thought it would be fun to include some traditional vacation ideas. Finally, at the end of the call she said "and I love chocolate. We want tons of it everywhere".

My team and I had worked many times with the wedding planner and other vendors they'd chosen, so the ideas started circulating the way they always do. In another conversation with Lauren I mentioned an idea we all seemed to like: since they were getting married next to the water, why not have everybody skip stones on the lake right after the ceremony? "They could all make a wish, bless the wedding and skip a stone on top of the water like we did when we were kids". She loved the idea.

Floral colors were fashioned by bridging combinations of Free Spirit and Amsterdam roses, orange and pink tulips, pincushion protea, mini green hydrangea, peonies, scented geraniums and assortment of garden foliage. Of course boutonnieres coordinated with the bride and were constructed from a base of garden lavender.

The travel theme carried through from start to finish, with Tom arriving in his beautifully restored wooden boat and the guest seating chart printed out on a large "Flight Information" sign that resembled the arrival/departure screen at an airport. Hand-painted signs directed guests to several areas on the property.

The "tons of chocolate" came in all shapes and sizes and was provided by our local chocolatier in Petoskey, and the mass amounts of extraordinary sweets were described and placed on faux luggage tags. Specialty chocolate bars were wrapped in maps of Walloon, "baggage claim" boxes were available for guests to fill on their way back to their rooms for those late-night sugar cravings. Salted caramel treats were packaged in small, post-marked airmail boxes and positioned at each place setting.

Perhaps the best part of the plan was the stone skipping. A sign gave proper instructions, and hundreds of hand selected Lake Superior stones made for perfect skipping to all the guests. And best of all, Lauren and Tom and their children (the wedding party) received a personalized engraved Petoskey stone to take home with them as a keepsake.

It was a wedding with elegance and class, quietly celebrated on a beautiful day on the lake, no stone was unskipped.

Lauren and Tom
direction signs



Lauren and Tom ceremony



Lauren and Tom's sweet table
and baggage
claim boxes

IT'S STILL ABOUT RELATIONSHIPS



Ashley and Phil

Ashley and Phil – Old Trucks and Honey

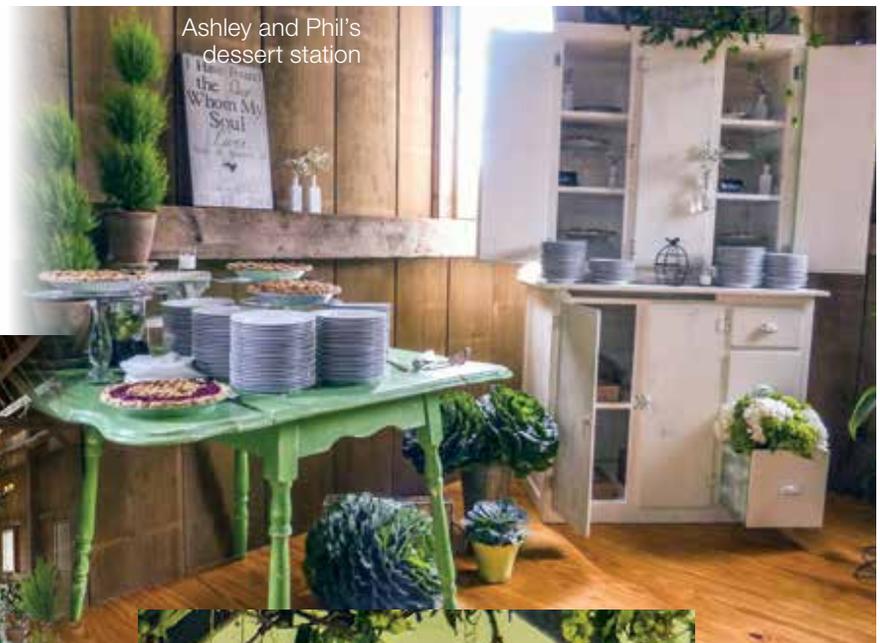
The Garvey Barn is one of our favorite wedding venues. Completely restored and renovated, it was moved to a beautiful private country setting from its original location a few miles away. Surrounded by orchards, lavender fields, fine horses and even a few chickens, it offers a casual experience with all finishing touches perfectly done and nothing out of place. A short walk from the barn and just out of sight, there's even a small honeymoon cottage for the bride and groom to stay. It was a perfect place for Ashley and Phil's September wedding.

We arranged for an old red truck to bring Ashley and her father down the winding driveway to the barn where their families were seated in antique church pews. Nearly all the flowers used for the event came from our cutting gardens and made this country wedding mimic Ashley's mom's gardens at her bed and breakfast back home.

barn walls. Antique Hoosier cabinets and sideboards were transformed into the dessert, coffee and chai tea stations. Dining tables were lined with olive, lavender and lemon cypress topiaries potted in distressed clay pots while blue canning jar terrariums housed succulents, lemon thyme and British soldier moss from the woodland floor. Iron chandeliers suspended from the barn beams were the perfect illumination as guests danced into the night. Small jars of organic honey provided each guest a little something from Phil's family farm.

After dinner, toe tapping bluegrass music was provided by one of our favorite local bands. Large glass luminaries peppered the grass and led guests for a moonlit stroll to the horse pastures and lavender fields.

The contrast between these two weddings shows how different two events can be. It demonstrates that incorporating a bride and groom's favorite things into the theme and ambience of the event makes their wedding memorable, unique and so much more fun for them and their guests. I think what it all boils down to is what it's always been: It's personal and real. It needs to feel that way. It's about the relationship. ✿



Ashley and Phil's dessert station



Ashley and Phil's reception

Colorful, approachable and warm, Ashley's bouquet included garden roses, dahlias, scabiosa, succulents and cosmos, along with scented geraniums and rosemary. The wedding arch was made from orchard ladders decorated with hops which we collected from our farm. Vintage apothecary bottles hung from the arch as vases for fresh lavender, zinnias and other garden stems.

In the barn, a beautiful garland that Ashley and her mom made from family quilts draped the perimeter on the interior



DESIGN TIP

How to Create a Christmas 'Tree'

BY TONJA VANDERVEEN, AIFD, CF, DESIGNING DREAMS FLORAL AND TUXEDOS, GRAND RAPIDS, MI
2018 MFA ACADEMY WINNER

Here is an idea for a Christmas arrangement of flowers and candles that will make an impact. Try using a small tomato cage, paint it gold, silver, rose gold or copper, and turn it upside down. You then have a tree shaped sculpture for your design.



Put water picks on the side of the cage for flowers and add hanging candles for a simple design. For that customer with a larger budget, place Oasis® in the cage, design a large arrangement at the base and still have flowers and candles on the side or use pillar candles on a mirrored base. You can even add a star at the top.

When designing with the tomato cage you can make it look as full or simple as you want because used as a base it can be pretty in its own right. Tomato cages also come in a larger size. They are sturdy enough to stand up to delivery, and even look great at a Christmas wedding. 🌸



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WUMFA

We Need Your Help! WUMFA Is Celebrating 100 Years

BY DENISE BARNETT, WUMFA PRESIDENT



The Wisconsin & Upper Michigan Florists Association is closing in on 100 years and to honor this milestone we are (of course) planning a celebration! One

hundred years of promoting, educating and serving the floral industry means an amazing amount of history including stories, pictures and memorabilia. If you have any of these, we encourage you to reach out to Rod and Cindy at the WUMFA office. The planning committee needs your help to truly honor those whose past work has enabled WUMFA to be the healthy, growing organization it is today.

They say the first 100 years are the hardest, right? WUMFA and the WFF have been led by some of the brightest, most accomplished professionals in the industry, and the current WUMFA board

CELEBRATING THE PAST.
FIRED UP FOR THE FUTURE.



looks forward to continuing their work, providing the latest in education and certification resources available.

And the 2019 annual convention will be the place to be as we celebrate our past and look forward to our future. Mark your calendars, dig through your old photo albums, email in your stories. We need your help to make this tribute to WUMFA's past the truly fabulous celebration it should be! ✿



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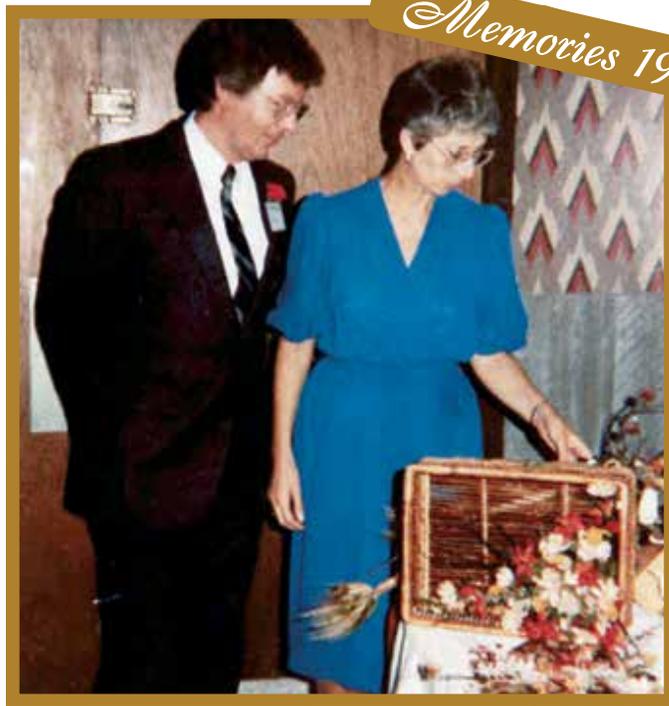
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Parallel Design Class Held



WUMFA's Diane Schulte CF, WMFM, conducted a class in parallel floral systems at Metcalfe Market at the Hillsdale Mall in Madison, Wisconsin. Above, two of the 30 participants show off their finished parallel designs. ✿

Memories 1983



Walter and Rita Rojahn, Rojahn & Malaney, Milwaukee, at the 1983 WUMFA Convention. Be sure to Save the Date for next year's 100th Anniversary Celebration, March 29-31 in Green Bay, Wisconsin. ✿

Holiday Preparation ... a Wholesaler's Perspective

BY PAM BOGARDT, IN-HOUSE DESIGNER, HARD GOODS BUYER, ROJAHN & MALANEY, MILWAUKEE, WI

As retail florists look forward to the upcoming holiday season, Rojahn & Malaney Company, Milwaukee, Wisconsin, is busy preparing to greet its customers with new and innovative products to create holiday inspiration.

Preparations for the current holiday season begin immediately upon the completion of the previous season. Analysis of the previous year's sales is the starting point. Each product is analyzed according to turn ratio and multiple use capabilities to determine if it is a product to retain in this year's collection.

Buyers research trends, color analysis, market demographics and purchasing history to layout a buying plan for the upcoming season. Sources of trends include customer feedback, publications, internet, vendor resources and the interior/exterior design industry.

Procurement of new and innovative products, priced for today's competitive atmosphere and displayed to spark creativity, is the company's focus. Purchasing takes place from a number of sources around the world. The fresh flower division concentrates on sourcing the best in holiday greenery, garlands, wreaths and holiday blooms.

Pre-book opportunities allow customers to optimize their cost savings. The hard goods division concentrates on the procurement of multi-use containers for



residential and commercial decorating and retail sales customers, event vessels, spectacularly realistic faux botanicals, holiday greenery, wreaths, garlands, branches, berries, tabletop trees, full size trees, lighting, outdoor decorating products (with an emphasis on weatherproof varieties), ornaments, novelties and a myriad of beautiful ribbons.

With a customer base consisting of retail florists, studio florists, event planners, landscapers, caterers and every other gamut of the floral industry, buying is diversified to meet many needs.

Once the products are procured, showroom layout takes precedence. Certain purchased products are featured at specific times and in specific areas of the showroom. An entire floor layout

is devised, along with a calendar of featured products, events specials and educational opportunities.

Planning layouts for the holiday season is especially challenging as the showroom becomes inundated with huge volumes of new products. The holiday displays commence when fresh product begins to arrive in June. The showroom strives to always be set and ready by the end of August.

Once the showroom has been decorated and the holiday spirit is flowing, the marketing begins. Fresh holiday bulk greenery, wreaths, and garlands are ready for booking. Features begin in the hard goods department along with educational classes scheduled every two to three weeks. The classes are held during two time slots per day and subjects include tree decorating, outdoor front entry design, commercial installations, innovative holiday centerpiece styles, wreath design, staircase and mantel design, holiday event design, design mechanics, and cost saving tips to insure a profitable holiday season.

I teach education classes year-round to inspire and prepare florists for the seasons ahead. A holiday open house is also held to inspire holiday spirit and introduce new and exciting products.

Rojahn & Malaney Company has a long relationship with the Wisconsin & Upper Michigan Florists Association and appreciates the support of WUMFA and all it does to promote growth and opportunity within the floral industry. ✿



WUMFA EDUCATION

WUMFA EDUCATION Fall and Winter Holiday Themes!

Instructor: Lisa Belisle AIFD, ICPF
Price: \$35.00 Member \$55.00 Non-Member

Sometimes the Winter Holidays can get a little humdrum and you are grasping for ideas to make things new and interesting. Come for a night of stepping outside the box and let Lisa open your mind to a new world of creative ideas. Lisa has studied with floral artists from around the world and wants to share new concepts that you can have fun with. After you create an armature, you will have to decide how to adorn your hand-tie to follow through with color theory and truly emphasize the shape you chose. Let your imagination run wild. Bring a friend, some laughter, and we will provide the rest.

Bring your own tools: knife, pruner, scissor, wire cutter, and needle nose or jewelry plier.

DATES AND LOCATIONS:

Wednesday, October 17: Bill Doran Company
1739 W. St. Paul Ave., Milwaukee, WI

Thursday, October 18: Bill Doran Company
1255 Bellevue St., Green Bay, WI

Tuesday, October 23: Bill Doran Company
4710 Pflaum Rd., Madison, WI

Wednesday, October 24: 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

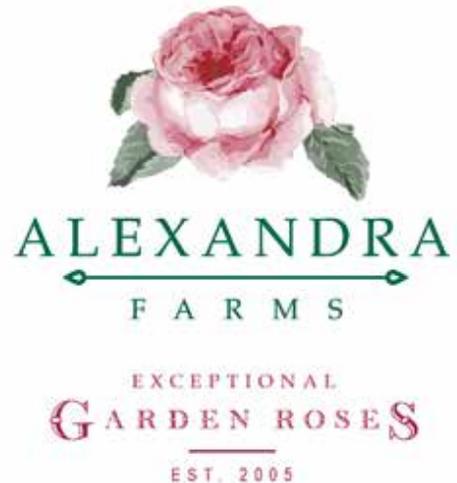


The MFA would like to thank Kennicott Mid-Michigan for providing the flowers and Michael Richard Floral Boutique in Alma, Michigan, for creating and delivering the beautiful floral designs used in the booth.

Funeral Directors Visit MFA Booth at Show

MFA Executive Vice President Rod Crittenden recently attended the Michigan Funeral Directors Association's annual convention and spoke with attendees on the importance of leaving the four words "in lieu of flowers" out of all obituaries.

Crittenden encourages everyone to take their local directors to lunch and start the discussion, "Don't give up on funeral sales, sympathy business offers great growth potential for your business as our population ages. Together we can make a difference one director at a time. Download, print and share the PDF hand out with your directors, you can find this at <http://www.michiganfloral.org/flowers-for-funerals-are-important/>.



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Floral design by Arak Galstyan

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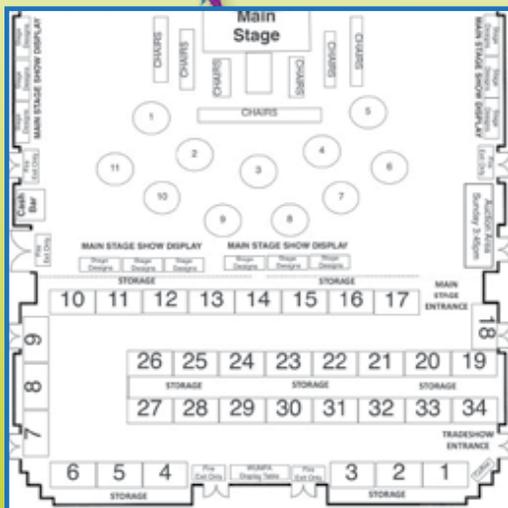


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For information contact Rod at (517) 253-7730 or email rod@michiganfloral.org.

NEVILLE ON THE LEVEL

WHAT'S UP WITH EGGNOG, ANYWAY?

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



Oh, the Holiday Season; days, no weeks, spent filling the world with love and fellowship; beauty and peace throughout the land. Relaxing by the fire, drinking eggnog, enjoying time together reflecting on the wonders of life and filling ourselves with the excitement of a prosperous future ahead for all...HA!

Boy, you can almost smell those words, can't you? Our world is filled with glitter on things that no person (other than a porn star) should see, cold coffee with more glitter in it, and days and nights filled with anxiety and fear... oh, and glitter.

I remember one year I got up to go to the bathroom during the night and apparently I scared the cat because I kinda glowed from all the glitter on me. Good times, though, and days filled with filling the needs and demands of others that will make for this year finally being their PEERFECT holiday! We really stress too, as we wouldn't want to be the one to totally ruin Mrs. Great-I-Am's Christmas by not getting in the exact shade of green to match her Royal Albert plates.

Wow, that got real, didn't it? Look, the holiday season, however you choose to celebrate it (or not) is a crazy time for many, so all we can do is hold on and get at it. Each year I think I have seen the last nutty thing, but somehow someone comes up with something even more foolish.

I remember a few years ago a lady asking if I would drop by and see her tree that she had filled with, wait for it... wooden spoons! Yup, and not fancy ones she had collected from around the world, or even ones she had carved, burned or even (gasp!) toile-painted, but the "good" plain ones from the \$ store. I calmly told her I wouldn't slow the car down to see something like that, then offered to help find her a support group.

I did a charity sometime ago (like we all aren't doing things for one charity or another every day) that was really good for business. I covered one tree with roses and gyp, and another (eight feet tall) with 4" poinsettias. Those, my treasures, were hits and better than advertising.

Speaking of advertising, we decided to do a few more provocative ads this past year that made people stop and take notice...you know, like me in drag. We see so many ads using Christmas trees, snowmen and Santas that they all start looking the same (they are the same) and we wanted to stand out a bit. They were hugely successful, so we can't wait to get some for the upcoming season.

You know I do a lot of work with a lot of people, so I won't tell you something is good if I don't think it. We also signed up with Lovingly, a florist website company that'll send you a lot of online business (not an order gatherer...I'm not crazy) and our online orders more than tripled this past year (hundreds alone for Mother's Day), so it pays to check about and see what you can do. This online stuff clearly isn't just a trend so if you haven't gone full guns, get at it.

We all have a story to share, and this past year my first book, "Neville on the Level" was finally finished. (Look for it on Amazon.) Now, my darlings, I am working on another possible series of books, which are all about flower stories as told by everyone. I have gotten so many great stories from folks around

the world about their favorite flower moments; some good, some bad, many funny and some beautiful.

I have so many stories, so here are a couple that might inspire you to send me one (or two, but between 20 and 200 words please so you'll get a page.) so I can include you in my book. David, my husband, was a bit botanically challenged when we first met, so gardening was rather foreign. Off to the garden centre we went and I let David pick out a plant. Pansies (naturally) came home with us, and I had him plant them and care for them, and they were beautiful! I was so proud, so I secretly pressed a few and put them in a frame for him at Christmas and we still have them.

My mum taught me to count before I was of school age as she would send me to the garden each morning to count all the morning glories. My dad would take us "Lady-Slippering" in the truck, which meant driving slowly so we could spot them and count them in the forest as we went along. So, you're thinking of your story now, right? I know you've got a few good ones, so please send them to me either by email at info@mymothersbloomers.com or send me a PM on Facebook. What fun, eh?

Now, go get ready and keep an eye out for that sugar and salmonella filled concoction called eggnog as that, my darlings, is always the first sign of the season!

"Share LOVE through the Beauty of Flowers!" ✿

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MFA ANNUAL GOLF OUTING A Day of Fun and Networking!

Wednesday, August 8, 2018, 8:00 a.m. - 6:00 p.m. • Eldorado Golf Club, Mason, Michigan

This year's MFA golf outing will be held Wednesday, August 8, 2018, at Eldorado Golf Club in Mason, Michigan. The day will begin with check-in and range balls at 8:00 a.m. followed by a 9:00 a.m. shotgun start, with lunch at the turn. All golfers will meet at the clubhouse following the round for an awards ceremony. The event is a 4-person scramble format. Don't worry if you don't have a foursome. We'll pair you up with some fun golfers. All players will receive prizes. This is a day of fun and networking scores or skills.

COST: \$80.00 per golfer, \$300 per 4-person team. Includes 18 holes of golf, cart, lunch, game holes and prizes.

2018 MFA Corporate Sponsors

Eagle Sponsor: **Hyacinth House**

Birdie Sponsor: **MHI Self-Insured Work Comp Fund**

For more information and registration forms go to the MFA website, www.michiganfloral.org or call the MFA office at (517) 575-0110.

"Come join us for a day of fun and networking with fellow floral industry members. Hyacinth House is proud to be a sponsor of this event.

I look forward to seeing you at the course."

Jim Schmidt, Hyacinth House, MFA Golf Outing Chairman

Golf Outing Sponsorship Opportunities

Eagle Sponsor: \$750 includes 3 tee signs @ \$100, 4 person team @ \$300, \$150 donation and designation as a major sponsor in *The Professional Florist* magazine and on the MFA website.

Birdie Sponsor: \$500 includes 1 tee sign @ \$100, 4 person team @ 300, \$100 donation, and designation as a sponsor in *The Professional Florist* magazine and on the MFA website.

Par Sponsor: \$250 includes 1 tee sign @ \$100, 1 golfer, \$70 donation and designation as a sponsor in *The Professional Florist* magazine and on the MFA website.

Bogey Sponsor: \$150 includes 1 golfer, \$70 donation and designation as a sponsor in *The Professional Florist* magazine and on the MFA website.

Tee Signs: \$100 each, includes company name and logo.

2017 Golf Outing Participants



Tom Figueroa, AIFD, CF, Nordlie/Kennicott; Tim Galea, Norton's Flowers; Dave Weis and Tim Timinski, FloraCraft, on the fairway.



The Mains Importing team: Brent Mains, Ryan Mains, Tony Vear and Jason Mains.



Getting ready to tee off: Kal Krueger, Kreg Krueger, Dave Pinchcock and Kyle Smith representing Vogt's Flowers.



CLASSIFIED ADS

Floral Designer Wanted – Experienced floral designer for established shop. Previous floral shop experience required. Able to manage customers, floral inventory, and POS computer systems (FTD Dove). Experience in all aspects of everyday and holiday floral design including wedding design. Motivated to learn, team player. Email resume and cover letter to joe@thevg.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).

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

**Introduction to Basic Floral Design
 One Week Course**

Monday thru Friday
 August 6, 2018 – August 10, 2018
 9:00 a.m. to 5:00 p.m.

Instructor: Cindy Ching, AIFD, CF
 Member \$1000 • Non-Member \$1250
Includes all flowers and supplies. Lunch on your own.

This comprehensive course will introduce beginning students to the exciting field of floral design. Principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color are the focal points. For those desiring to become a Certified Florist, this class is a great first step. Time will be divided between lecture and hands-on design. Students will have completed designs to take home each day. There are 36 hours of classroom instruction time with no exams.

Limited enrollment of seven ensures each student receives personal attention.

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

**Intermediate Floral Design
 One Week Course**

Monday thru Friday
 September 10 – September 14, 2018
 9:00 a.m. to 5:00 p.m.

Instructor: Cindy Ching AIFD, CF
 Member \$1250 • Non-Member \$1500
Includes all flowers and supplies. Lunch on your own.

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. Students who do not wish to take the CF exam will still be welcome. Time will be divided between lecture and hands-on design. A sample test will be given on each topic. You will take home your designs.

There are 36 hours of classroom instruction time. Since this is a personal enrichment course there will be no exams. Limited enrollment of six ensures each student receives personal attention.

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

**Introduction to Floral Design
 12 Week Course**

Wednesday Evenings
 September 5 – December 5, 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. Since this is a personal enrichment course there will be no exams. The limited course enrollment of seven will ensure that each student receives personal attention. Class does not meet on 9/12 and 11/21.

**Intermediate Floral Design
 12 Week Course**

Thursday evenings
 September 6 – December 6, 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. Since this is a personal enrichment course there will be no exams. The limited course enrollment of six will ensure that each student receives personal attention. Class does not meet on 9/13 and 11/22.

Steps to Certification

Wednesday, October 3, 2018
 10:00 a.m. – 4:00 p.m.

Instructor: Cindy Ching AIFD, CF
 Members \$149.00
 Non-Member \$199.00

- Do's and Don'ts for Testing • Methods and Mechanics for Hands-On • Insight and Answers
- Includes all flowers/supplies. Lunch included in registration.
 Class enrollment limited to 12.*

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

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

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 AIFD, CFD, CF

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To provide education and professional partnerships to advance the industry and position our colleagues at the forefront of the floral industry.

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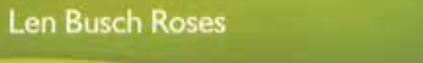
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