

The
Professional

Florist

Volume VI 2018

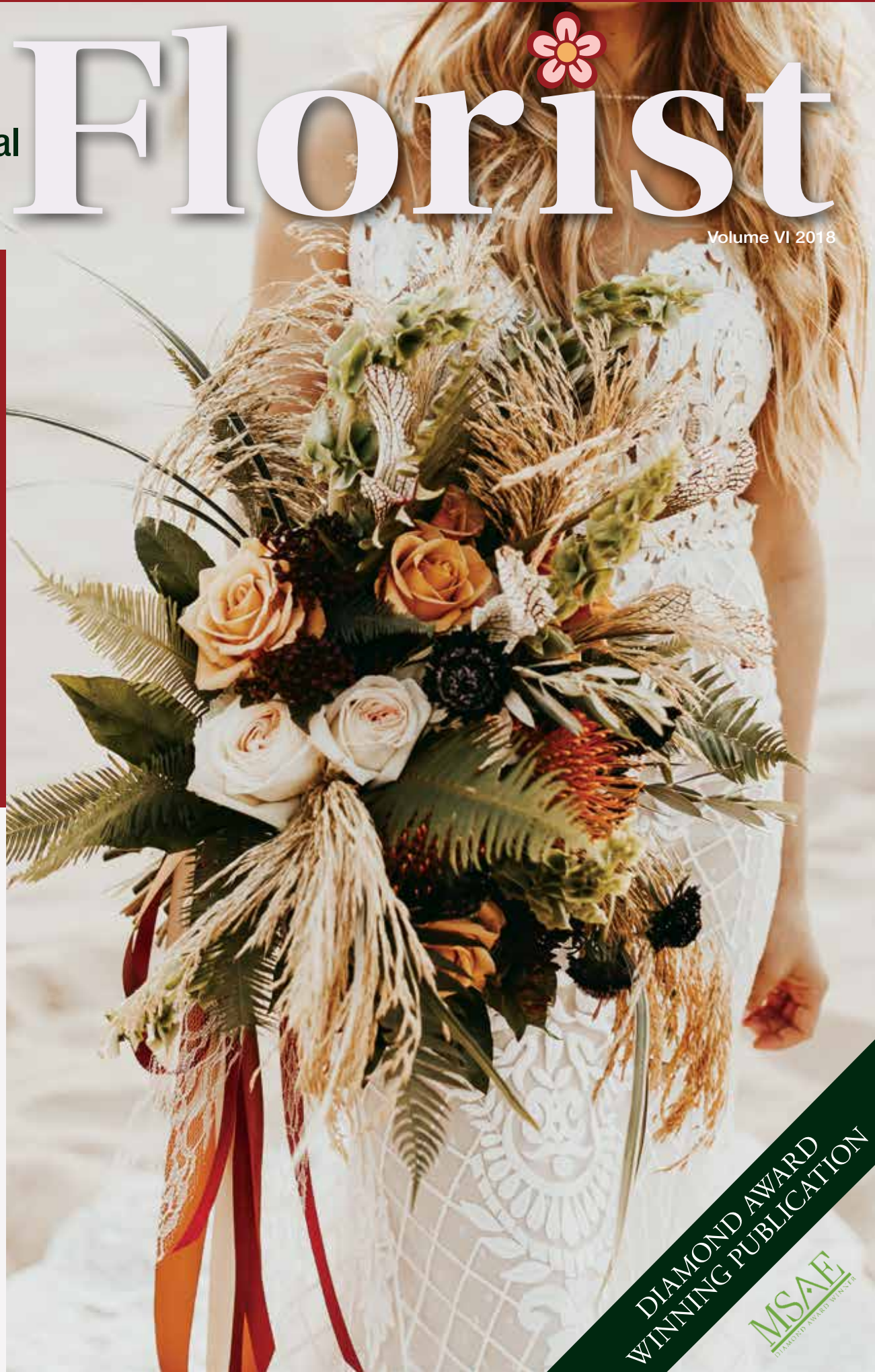
Great Lakes Floral
& Event Expo
Design Contest

Lights...Camera...
Weddings

The aBc's of Bridal
Business

A Star Wars
Wedding

WUMFA Design
Contest



DIAMOND AWARD
WINNING PUBLICATION

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The Professional

Florist

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LEADERSHIPREPORT

You Can Be a Part of the Professional Florist Magazine

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



As you read this magazine, you might be on the west side of Lake Michigan, up in the Appalachian Mountains, out west in the Rockies or below the 'mitten state' in the Heartland. Wherever you reside, we're glad you're on the mailing list and one of 1,500 floral professionals who receive *The Professional Florist* magazine.

Have you ever wondered why you receive this magazine? It's because you are a voluntary member of your state floral association. The Michigan Floral Association (MFA) has partnered with the Wisconsin and Upper Michigan Floral Association (WUMFA), Illinois State Florists' Association (ISFA), Floral Association of the Rockies (FAR), Tennessee State Florists' Association (TSFA), and members of the former State Florists Association of Indiana (SFAI) and Ohio Florists' Association (OFA) to bring you this award-winning magazine.

It is a win-win-win for all involved: readers have access to materials that keep business fresh, profitable and at the forefront of the industry; your association is able to offer a member-driven publication as a member benefit; advertisers get increased visibility with greater circulation, and the MFA can provide greater national exposure to potential advertisers.

To keep this opportunity beneficial for all involved, we need your help – our editorial department wants to know what you want to see in upcoming issues. This could be a class or event your association is hosting, a member in the news, amazing wedding flowers designed by a member... anything you would like to share or see covered. Please e-mail

this information to rod@michiganfloral.org and we'll do the rest.

We also need you to ask your suppliers to support this publication with advertising. You can download an editorial calendar along with advertising rates and information by visiting www.michiganfloral.org. Scroll to the bottom of the home page and click on the link "Professional Florist Media Kit." Download this PDF, or e-mail the link to your favorite suppliers and ask them to promote their products and services with advertising in the magazine, this will help us continue to send it regularly.

Please support the advertisers who support this magazine: Alexandra Farms, BloomNet, Denver Wholesale Florist, Hiawatha Greens, Kennicott Brothers/Nordlie Floral, Mayesh Wholesale, MHI Work Comp Fund, Retailers Processing Network, Syndicate Sales, Teleflora, and all the business card advertisers. It's because of these fine companies that we are able to produce this publication on a consistent basis, make sure to support them whenever possible.

I hope you enjoy this publication and find it useful. Please feel free to contact me directly with any input or feedback on how we might make it even better in the future. ✿

IN MEMORIAM

Jo-Ann Baxter Gerych, wife of Jon Gerych, owner of Gerych's Distinctive Flowers & Gifts in Fenton, Michigan, has died. Surviving are her husband, four children, eight grandchildren, and her brother.

YOU Decide Nominees for MFA Awards at 2019 GLFEE!

Each year at the annual Saturday night recognition banquet at the Great Lakes Floral & Event Expo the association acknowledges companies and individuals who have been selected as "First Amongst Your Peers." The categories are:

Wholesaler of the Year – This company or individual has demonstrated outstanding service and support for the MFA.

Wholesale Employee of the Year – This individual has demonstrated exemplary service and product knowledge to the members of the Michigan Floral Association.

Retailer of the Year – This active association member has promoted high standards and professionalism not only to the industry but also to the community they serve.

Retail Employee of the Year – This individual is an employee of an active association member and has demonstrated professionalism and a dedication to the success of the company in which they are employed.

Lifetime Achievement Award – This individual has dedicated the majority of their life to the floral industry. Through their love and passion the industry is better today.

Young Person of the Year – This individual is an employee

of an active association member and has been employed in the floral industry for a minimum of two years. They must be 35 years of age or younger upon presentation of the award. This person can come from any segment of the industry.

National Service Award – This individual or company is connected to the floral industry locally, nationally, or internationally. They may be a retailer, wholesaler, grower, educator, etc. and have demonstrated outstanding service to the floral industry of America.

Special Recognition – This award is presented to an individual or company that has shown exemplary dedication to the Michigan Floral Association. The Michigan Floral Association has directly benefited through the contributions of the recipient. They must be an active member or an employee of an active member of the association.

To nominate yourself or someone else download the nomination form at <http://www.michiganfloral.org/about-mfa/mfa-awards/> and return it no later than 1/20/19. If you have any questions please email awards and nomination chairperson Bob Patterson CF at pattersonflowers@gmail.com. ✿

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CFREPORT



Design Style

BY LIBBIE CONLEY, CF, GRAND BLANC FLORIST,
GRAND BLANC, MI

Let's just say, I am competitive. I LOVE design competitions. That is actually the hook that led me down the road of my 28 year floral career. I took a break from competing for awhile and then I read the theme for last year's Academy Division contest at the Great Lakes Floral and Event Expo and I was hooked again.

Decorate/design a frame for a photo booth? Cool! Everybody had a different theme. Even better. My theme by luck of the draw...Woodlands. Ok, I was intrigued, not super excited, but intrigued by the challenge. Woodland animals came to mind; how to decorate a frame with woodland animals?

Then when I mentioned my theme to a co-worker she said "Oh, woodland fairies?" Bingo! Yes! That got me excited. So the concept of the Whimsical Woodlands came into play and so did the ideas.

I like to challenge my creative ability so I decided to create masks that would be part of my frame. It's just boring to stand behind a decorative frame and hold a sign or a mask, I wanted to create cool masks that were attached and therefore part of my design and maybe give me an advantage over the other participants.

I created a woodland owl and a woodland fairy mask, using a pod split in half for the owl's beak and the plastic inserts from rolls of ribbon to create the large round owl eyes. Glued lots and lots of feathers onto a plain mask and voilà, I had a woodland owl face. The fairy mask was made of various mosses, artificial leaves and a touch of gold here and there for a little hint of glimmer.

Next, I borrowed a wood burning tool from a friend and created signs on faux bark pieces with cutesy sayings and



wood burned the date of the event on tiny round wood bits... someone else had a similar idea, oh well. Those were suspended from the bottom of my sign using stretchy, glitter necklace roping and sparkly little whimsical jeweled butterflies.

The frame was a bit of a challenge, I assumed it was already suspended in air, thank goodness it wasn't. I decided to follow my plan of covering the entire frame with various mosses, bark, twine and then adding some willow branches and plumosus to give it a 3D effect and some flair. That was more taxing than intended. A full tube of Oasis® adhesive and hours later, there was still a lot to do and my creativity and excitement was dimming. "JUST GET IT DONE" was the mantra.

End result, I was happy with my creation. Just to step it up a notch, I took a chance and added some forest sounds to my booth. Overall I was happy it was done, and excited that it was the only one with sound effects and masks incorporated into the frame.

Grateful that I decided to compete again, I felt accomplished and I had a lot of fun. Side note, all of us competing in this category had an afternoon of working side by side in a friendly competition atmosphere. It was a blast.

Did I win? Nope! But I did get some nice compliments on my design score sheets and from fellow designers. So now my competitive nature is going to make me try again with hopes of a winning design in the future. I love design competitions and GLFEE allows me to purge my creative energy. ✿



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CF Steps Class is Wednesday, **January 16, 2019**

Go to: www.michiganfloral.org/education-center/
for complete information.

Next CF Testing is Sunday, **January 20, 2019**

A Bouquet That Will Make Your Bride 'Blush'

BY LISA VANDERMEER

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

Blush Meets Color...I'm not sure about you but the last 3-4 years blush has been in constant rotation in our wedding designs. Some weeks the average person can't even tell different weddings apart, and yet every bride wants to believe that they are unique and original. It's our job to try to sell something that will make their flowers stand out from other blush weddings. We don't have to say goodbye to blush entirely but we can add some color to make the flowers pop. I loved being able to take some Sweet Escimo blush roses, Patience garden roses and white anemones and add some bright, vibrant shades of purple with royal purple stock, vivid magenta "Marine" mini gerbera daisies and lavender wax flower. This hand-tied bouquet is finished off with Italian ruscus, Silver Dollar eucalyptus and lily grass for some drama. This is a bouquet and color scheme any bride AND florist can be proud of. ✿



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'Shooting' for Wedding Success

BY MOLLY LUCILLE TIESMA AND JASON RUDICIL, EASTERN FLORAL WEDDING CONSULTANTS

Stylized wedding shoots are an exciting, yet daunting opportunity not only to expand your creative horizons, but to collaborate and network with other wedding vendors in your market. Organizing your own photography brings you front and center, allowing you to explore new styles and expand your portfolio.

This year, the wedding team at Eastern Floral orchestrated a total of four stylized photo sessions, exploring unique wedding styles in great detail. While the experience was complex and involved, the shoots gave new energy, inspiration, and excitement for our next season.

The process began by identifying the main styles that we wanted to celebrate and explore. We wanted to showcase a broad range of style: The Offbeat Bride, The Modern Minimalist, Into the Forest, and The Sun-kissed Peach. Individual mood boards and lists of preferred vendors were created.

Starting early in the year, before wedding season, allowed time to deeply engage with each style, and to purposely include every detail. The planning for a stylized shoot should start months in advance of the actual photography. It truly is like planning a real wedding.

Next step was to line up vendors. We started with venues and photographers who would ultimately set the main tone. So, finding the perfect personality fit was absolutely key. Keep in mind the overall style and mood when selecting other wedding professionals. Not everyone will fit the style or the overall personality of the shoot and your business.

By searching websites and social media, we were able to find an amazing team of vendors that were eager to collaborate on each individual event. Remember that they are gaining just as much from this experience as you are, so it's key to give each vendor due diligence to ensure that the style of the



The Sun-kissed Peach

shoot is just as beneficial to their business as it is to yours.

The collaborative aspects of these stylized shoots was a most rewarding experience. Clear and open communication of everyone's roles and expectations allows a smooth flow. We drafted detailed timelines and introductions and a contract for each vendor, which was sent out a week before the session.

This document allowed each vendor to truly understand who was involved, and how everything would come together. This allows you to clearly outline social media tags and the overall goals. This also provides an opportunity to ensure that timelines are followed by everyone involved. With so many details, it's crucial to ensure that each piece is properly documented in a timely fashion, respecting everyone's time. Work closely with your photographer when drafting this timeline, so they are aware of all of the details that they need to shoot.

After the shoot, it is always a great idea to send a thank you card to the participants, letting them know just how much fun you had working with them, and to wish them success in future endeavors. We even sent a little thank you bouquet to our vendors once they signed on, just a little something to let them know how excited we were to be working with them.

I have heard other florists ask, now that the photography is over, what am I to do with these photos? It is never a bad



The Offbeat Bride

idea to reach out to publications and any contacts you may have. Enter the designs in contests and make sure to use them with your marketing efforts, especially with social media. Make sure to always tag each vendor properly; this is a collaborative effort. There are platforms out on the vast world wide web that can get your photos in front of some very prominent publications. Once all that is done, relax, you have earned it. ✿

NOTHING RHYMES WITH ORANGE

Collaboration

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



The best way to get your wedding floral work out into the world is through photography. But if you are strictly a floral designer and not a photographer, you can imagine that this task is more difficult than it sounds.

Sure, it's easy to take out your smart phone after setting up a wedding and snap some on-site shots, but if you really

want your work to stand out above the rest, consider planning and staging photos with a professional photographer.

One of the coolest things about being part of the event industry is being able to work with amazing event designers, caterers, dress-makers, bakers, and photographers. All of these individuals and companies rely on the same marketing materials that florists use to gain new customers.

Therefore, the most efficient way to plan a photo session for marketing all of these wonderful talents is to reach out to everyone that would be involved in a wedding and plan a shoot together.

The photography featured in this collection was a collaborative production featuring my floral designs, Weddings by 3E8 Photography, and wedding boutique, One Oak Bride. Conceptualized as an autumn sunset event, the flowers featured are seasonal and in muted fall tones. The overall design idea was a styled, moody, and high-fashion look that is a very popular in current photo shoots. Today's bride is looking for design ideas like these and will appreciate the attention to detail that only a professional can show off.



Studio shot



Out in the field

The first portion of the photography was styled intimately in a photo studio, and was then later moved on location in a field at sunset. Not only did we feature an oversized bridal bouquet and a stylized birch log arch, but we also created a fun floral design in a vintage piece of luggage provided by Empire Blu, a

Traverse City company featuring vintage furnishings. The overall goal was to highlight the beauty of the surroundings as well as the flowers, the dress, and the creativity of the photographer. Although this was not necessarily a practical setting, we were able to showcase the strengths of all of the crafts involved, which is what today's brides are looking for.

Gaining the attention of potential clients these days takes more than the old technique of showing them a photo album of pictures of your work. Demonstrating your design ability through stunning, professional visuals and exaggerated settings will be sure to "wow" your clients.

Not only will this method help communicate your unique talents to brides, it is also the first step to upgrading your website or being featured in a blog or magazine. The best way to get everyone's attention these days is with beautiful, unique, stylized and professional photography. Welcome your new clients to your business and let their imagination take off.

It's time to get creative with your industry partners! ✿

Under a birch log arch





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DIARY OF A WEDDING

A Star Wars Wedding

BY KATE HALL-SABO, SUNNYSLOPE FLORAL, GRANDVILLE, MICHIGAN

The excited bride was beautiful and casual in her jeans and t-shirt. I happened to get the luck of the draw with this bride. Sunnyslope has two consultants, myself and Stacy. Wedding consultations are determined based on the bride's schedule, so whichever one of us is available when the bride is gets to meet with her. This particular bride's schedule happened to coincide with mine.

I greeted her with a smile and handshake, and told her how excited I was that she was here to learn how Sunnyslope could bring her ideas together to create her wedding vision. She opened her bag and produced her invaluable bridal planning binder and also her cell phone, no doubt to show me her Pinterest pins.

I started the meeting by gathering basic information about the date, location and color palette. This wedding was going to be special, as it not only had a color palette, it also had a unique theme: Star Wars.

Additionally, we were requested to combine several sub-themes into one cohesive look: shabby chic, rose gold, romantic, gardeny, rustic, woodsy, and antique with just a hint of boho. She had some containers she wanted me to use for the centerpieces, as well as birch logs she planned to have hollowed out into vessels to hold flowers. She also had tea cups and deer antlers she wanted incorporated. I could see that this would be a challenge, but I was up for it.

The reception setting was a beautiful old barn with a large, centrally located hanging chandelier. When I saw pictures of the venue, I knew I had big plans for that chandelier. Since the ceremony would be at a nearby park, she required minimal floral pieces for that location. She really wanted to focus on the bridal bouquets and especially the reception floral pieces.

To give her the romantic garden feeling she really loved, I suggested using soft tones and seasonal flowers like limelight hydrangeas, blush roses, white dahlias (a particular favorite of the bride), succulents, white and peach hypericum berries, peach stock, silver dollar, bonsai eucalyptus and white miniature garden roses.

For herself, she wanted a dramatic, long cascade, and with her tall stature, I knew she could pull it off. We decided on a smaller version of the bridal bouquet for the bridesmaids, but she had a special request: She wanted to use light saber handles as the bouquet holders. In keeping with the theme, I added an "antique" finish to them.

Each bouquet was slightly different, having the same general components. She also provided me with two little rose gold beads, one each for the groom and the ring bearer boutonnières. They were shaped as storm trooper helmets. She had every detail planned.



After our initial meeting, where we square away all the details, I usually tell brides I'll give them time to consider the options and ideas. They are given my schedule and the best ways to reach me. They are told to contact me for more information, decide on any revisions or to request an additional meeting.

For the most part, the next time I speak with the bride is about a month or so before the wedding. That's when she comes back for the final consultation. We discuss final details, make sure any changes are made, and collect the final payment. Then I'm able to turn in the order to our fresh floral suppliers.

After much deliberation, I decide the majority of the reception setup must be done on site. As it turned out, many of the unique containers she provided did not hold water, and the logs she intended to have hollowed out to use as vessels did not get hollowed out.

So I adapted at the last minute, envisioning and describing more of a tablescape. She wasn't sure she understood my description so I told her it would be more of a moving, flowing design down the center of the head table and each of the eight foot rectangular guest tables.

When she still wasn't totally clear, I told her to trust me, and I'd fit all her elements together in a cohesive style. I had managed to create beautiful bridal bouquets in the light saber handles, so felt confident in my ability to make this reception spectacular.

I arranged log segments, deer antlers, teacups and saucers, small floral arrangements in brass containers, eucalyptus, and succulents along the fabric runners on the tables. I climbed a tall ladder (I'm not a big fan of heights) created lush limelight hydrangea, hypericum berries, Queen Anne's



lace and foliage bouquets and fastened them to the large chandelier. The barn transformed into a romantic, shabby chic, boho, Star Wars, antiques, woodsy affair!

The bride's face was priceless. Her jaw dropped when she saw each table, each bouquet, the chandelier and even the boutonnieres which were beyond what she had envisioned. The owner of the barn even commented later that this was how she had always pictured the venue being decorated, and that she was so happy to see it truly "come alive". Although, she probably hadn't envisioned the Star Wars component.

When the bride returned her rental pieces (an option we offer our brides to save them an additional break down and pick up fee), she was still thrilled with how all of her elements came together. She and her new husband left glowing social media reviews for us. We appreciate our social media reviews so much. We pride ourselves on the quality of our work and our commitment to each customer, and are proud when our customers choose to share their experience with us. I planted the seed with her husband to be in touch in a year so I could recreate her bridal bouquet for their first anniversary; he was excited with that suggestion.

I loved being given the opportunity to spread my wings and be creative with my designs, as well as being presented with a challenge. Weddings are all so special to us, large or small. We appreciate the trust each customer puts in us, and we always do what we can to exceed all expectations. 🌸



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b. Paid Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions (Based on PS Form 3841 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	1094	1094
	(2) Mailed In-County Paid Subscriptions (Based on PS Form 3841 (exclude paid distribution above nominal rate, advertiser's proof copies, and exchange copies)	N/A	N/A
	(3) Paid Distribution Outside the Mails (Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®)	N/A	N/A
	(4) Paid Distribution by Other Classes of Mail (Such as First-Class Mail®)	N/A	N/A
c. Total Paid Distribution (Sum of 15b(1), (2), (3), and (4))		1094	1094
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies (Based on PS Form 3841)	N/A	N/A
	(2) Free or Nominal Rate In-County Copies (Based on PS Form 3841)	N/A	N/A
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail)	N/A	N/A
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	406	406
e. Total Free or Nominal Rate Distribution (Sum of 15d(1), (2), (3), and (4))		406	406
f. Total Distribution (Sum of 15c and 15e)		1500	1500
g. Copies Not Distributed (See Instructions to Publishers #4 (page 43))		0	0
h. Total (Sum of 15f and 15g)		1500	1500
i. Percent Paid (15c divided by 15f times 100)		73%	73%
16. Electronic Copy Circulation		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies		0	0
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)		1094	1094
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)		1500	1500
d. Percent Paid (Both Paid Print & Electronic Copies) (16b divided by 15c) x 100		73%	73%

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

17. Publication of Statement of Ownership:
 If the publication is a general publication, publication of this statement is required. Will be printed. Publication not required.
in the **VI, 2018** issue of the publication.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: *[Signature]* Date: **10/18/18**

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



SOCIALMEDIA

Your Birthday Contribution to the Michigan Floral Foundation

BY GARRETT SKUPINSKI, CF, FLORAL TODAY, UNIVERCITY CITY, MO



On my last birthday, Facebook sent me that lovely birthday notification about raising money for a cause. As one of those people that just clicks off the notifications on a programmed whim, I was very happy I actually explored this notification. I found that the Facebook Birthday Fundraiser was very much more and reaches farther than I had thought.

Facebook usually will place those with marketing association or clickability to the top of their charity or fundraiser lists. This makes it so multimillion dollar groups

such as Susan G. Komen and American Heart Association are the first to be seen and the first to be clicked raising millions of dollars.

So after I poked around a little bit I was very excited to find the Michigan Floral Foundation was an option you can choose to raise your birthday donations. As someone that has benefited from the grants and scholarships that the foundation makes available, it was super obvious where I was going to be donating.

Here's how easy it is to do. On your birthday you should get a notification from Facebook to raise money for your birthday but interestingly enough you can do it at anytime.

Step One: Once you have gotten to the appropriate page click on Fundraisers on the left side of the screen. Now it's time to find the Michigan Floral Foundation.

Step Two: Select the non-profit button and you will be guided through the rest of the steps.

Step Three: When you've made it to the search area, it's as simple as typing in Michigan Floral Foundation.

Step Four: It's now time to realistically set a goal that you are willing and able to try to raise. Make sure to set a number that isn't difficult to achieve but is a challenge to reach in the end.

Step Five: This area is where you should be honest and humble about what raising money for the Michigan Floral Foundation means to you and why it's important.

Step Six: Add something beautiful, push the create button and do your best to raise money and awareness of the Michigan Floral Foundation.

It's that easy to make a real difference for a foundation that is here to work for you and your floral education. Remember to always support those that could use your support instead of multi-million and billion dollar groups. Go check out all that the Michigan Floral Foundation is about at www.michiganfloral.org/michigan-floral-foundation. ✿

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.

DESIGN TIP

Making Sure Those Flowers Stay Put

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

One of my employees gave me this great tip that ensures the flower you place will not fall off. You are never too old to learn new tricks.

First, take a piece of chenille wire and insert it into the calyx of the flower. The flower should be a smaller one like a rose, spray rose, carnation, mini carnation, daisy or even dendrobium orchids.

These flowers are best because they are often used in a corsage or boutonniere. They will last the longest and even dry on the chenille. Make sure that the wire has been inserted approximately 1/4 inch into the calyx.

Second, just for kicks and giggles try to whip the flower off by swinging the

chenille around. We tried this in the shop and could not get it to come off. Lots of laughter ensued.

Third, place in your arrangement, corsage or boutonniere. Use colored chenille for a fun look with bright colors or glitter chenille for Christmas or Valentine's Day.

This is a very simple tip but works like a charm in a pinch if you need to quickly add a small flower to a cascading bouquet or make a quick boutonniere and do not have any corsage tape.

Thank you, Lea, for giving me this tip and for the laughter we had trying to whip off the flower. 🌸



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Save the Date!

Only Four Months Until the 2019 Expo...

Make Your Plans Now to Attend!

BY KIERSTEN SCHULTE, 2019 GLFEE CHAIRMAN

As the year winds down, we're shaking things up for the 2019 Great Lakes Floral and Event Expo! Our planning is well underway and going strong for an exciting weekend to celebrate 99 Years of Floral Mastery.

That's right, we are embarking on 99 years of our beloved annual convention. These three days will be full of innovative education opportunities, inspirational design shows and speakers, and collaborating with friends new and old. So, mark your calendars now for March 1-3, 2019. Looking forward to seeing you all there!

Vendors: Don't miss this great opportunity to show your products and meet potential customers. Booth space is going fast. For exhibitor information call MFA at (517) 575-0110, or visit www.michiganfloral.org/greatlakesfloralexpo.✿

Take a Chance!

Enter the MFA Design Contest

The following is advice from Jason Rudicil, former winner of the Michigan Floral Association Designer of the Year contest.

Everyone asks me, "What was it like to win Designer of the Year?"

Well, simply put it was a great experience. The number one thing about winning is that it opens doors. People get to know you, and they ask for your help and opinions. This has really helped me grow as a designer, and has allowed me to work side by side with some great talent.

I know some designers who have said that they afraid to try because they do not want to be embarrassed if they do not place. So what if you don't, one can always improve on his/her design skills and techniques by taking the judges' critiques seriously. There is much to be learned from those accredited judges.

And did I mention it is a fun way to network with your peers! ✿

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2019 MFA DESIGN CONTEST

The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. The contest is a perfect opportunity to show off design skills and exchange new ideas. You'll receive recognition for your work and gain publicity for you and your shop. Enter today: aim higher, achieve more, and reach for excellence. MFA Design Contest Eligibility: Individuals are only eligible to enter one division. For more information download design contest packet at: www.michiganfloral.org.



Student Division: High School Level • Theme: Beyond the Corsage

Create a one-of-a-kind body flower that is much more than a simple corsage. Whether it's draped over the shoulder, across the back, down the skirt, or around the waist, today's body flowers are really an extension of the dress. Provide an 8" x 10" framed sketch or photo of the gown or dress used for inspiration and how your creation will be worn. All materials permitted except permanent botanicals (silks) and no *props allowed except the 8" x 10" sketch or photo. Display space is limited to 24"w x 30"d, with no height restrictions. Maximum wholesale value is \$35.00. Entry must be secure enough to withstand touching and handling by judges.

College/Professional Novice • Theme: Celebrating Heart and Sole

The local shoe store is celebrating 99 years in business and wants to throw the town's best party! They've tasked you with creating a sample centerpiece that reflects their business and an inspiration board to get their employees excited! Must include two design techniques used in the arrangement on the inspirational board. No permanent botanicals (silks) or *props allowed except the inspirational board.. Your inspiration board and design are limited to a space of 30"w x 30"d, with no height restrictions, Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges.

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

Professional Division

Open to any floral professional with three years or more experience in the industry. Contestants may enter one or all three categories. MUST be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300 and will have designs featured in "Design Spotlight" in the 2019 issues of *The Professional Florist* magazine

Theme 1: A Day at the Derby

Create an elaborate fascinator style hat (it may be built on a headband). This will be worn at America's most beloved horse race, The Kentucky Derby. Only dried and permanent botanicals (silks) are permitted and no *props are allowed outside the arrangement. Display space is limited to 30"w x 30"d and no height restrictions. Maximum wholesale value of all materials is \$50.00. Entry must be secure enough to withstand touching and handling by judges. You will be provided with a FloraCraft head form to display the hat.

Theme 2: Interpretive Design

Create a floral interpretation of an art piece. The art piece you are to interpret is posted on the MFA website (www.michiganfloral.org). On a 3" x 5" card cite two design elements used in your creation. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 30"w x 30"d with no height restrictions. Maximum wholesale value of materials is \$50.00. Entry must be secure enough to withstand touching and handling by judges.

Theme 3: Something Old, Something New

Create a crescent shaped bridal bouquet of fresh flowers that employs the use of an armature both as a structural and decorative element. All materials permitted except permanent botanicals (silks). Display space is limited to 30"w x 30"d with no height restrictions. You will be supplied with a Syndicate Sales vase 4099-12-09 (vase is 8" tall and has 4" opening) to display your bouquet. This will be the only display vase allowed. No exceptions. Maximum wholesale value of materials is \$60.00. Entry must be secure enough to withstand touching and handling by judges.

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

Surprise Package!

Design on the spot. For more information, download the design contest packet.

Academy Division • Theme: If You Seek a Pleasant Peninsula

Create a centerpiece to fit on a 60" round table that represents the beauty of the Great Lakes State, and can be displayed at a State Chamber of Commerce event promoting cultural tourism. Designers are encouraged to incorporate any elements associated with the State of Michigan, and highlight regional specialties. Display space is limited to 60" diameter with no height restrictions. Any props and product except permanent botanicals are permitted, and maximum wholesale value (of centerpiece only) may not exceed \$150.

Prizes for Student and Professional Divisions

- 1st - \$100, Ribbon and Certificate
- 2nd - \$50, Ribbon and Certificate
- 3rd - \$25, Ribbon and Certificate

Prizes for Academy Division

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

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

YOU MUST REGISTER BY FEBRUARY 22, 2019!

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

JOIN US at the Amway Plaza Hotel/Devos Place
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March 1-3, 2019

to celebrate **“99 Years of Floral Mastery”**

Spectacular design shows, the designer of the year contest, and top notch business sessions. PLUS, plenty of time for shopping and networking with outstanding exhibitors at the trade fair.

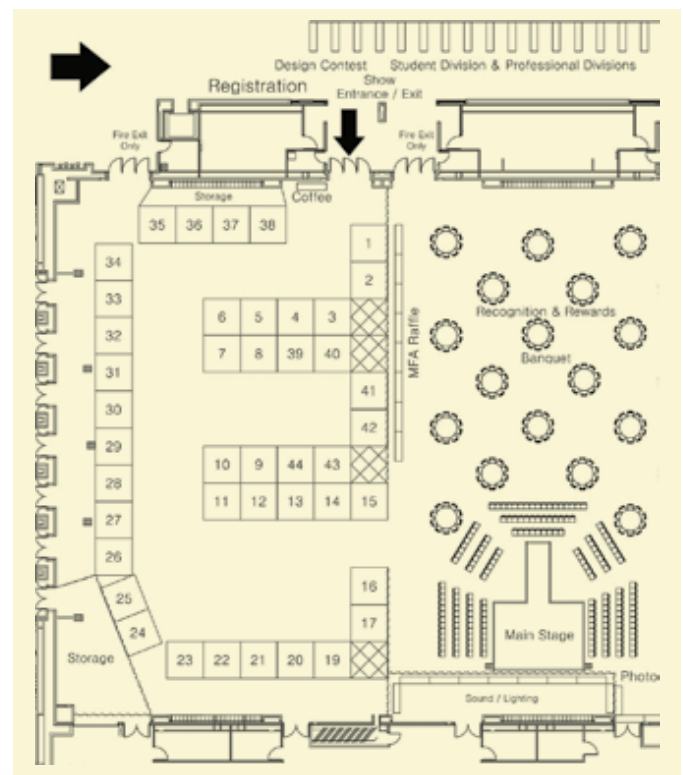
2018 Great Lakes Floral & Event Expo Facts

- ✿ 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

Call MFA at **(517) 575-0110** or
Visit **www.michiganfloral.org/greatlakesfloralexpo**

Reserve Your Exhibitor's Space Now!



Art in the Elements Hosts Second Successful Exhibition

This year's Art in the Elements exhibition featured 22 floral installations at The Mountain at Cranbrook Gardens, Bloomfield Hills, Michigan. The show is put on by members of the American Institute of Floral Designers — North Central Chapter.

Visitors wandered the grounds and attended educational workshops on subjects ranging from bouquets, armatures, and boutonnieres to floral jewelry and succulents. Workshops on subjects, were conducted by Alice Waterous AIFD, CF, PFCI, Laura Daluga AIFD, Lisa Belisle AIFD ICPF, Mary

Linda Horn AAF, AIFD, OCF, PFCI, Liz Nidy AIFD, Cathy Brunk AIFD, and Debbie Strand AIFD.

Proceeds from this fundraising event help support the preservation of Cranbrook House & Gardens and

the scholarship fund of the American Institute of Floral Designers — North Central Chapter.

Pictures provided by Polly Klein, Polly's Petals and Particulars, Libertyville, IL, and Katie Alexis Photography.



- 1. Liz Nidy
- 2. Polly Klein
- 3. Lisa Belisle
- 4. Mary Linda Horn
- 5. Laura Daluga
- 6. Debbie Strand




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FLORISTFEATURE

Anyone Can Be a Florist...

BY KATE WALSKI, 307 EVENTS, TRAVERSE CITY, MICHIGAN

Or an event planner. Or a photographer. Or a DJ. The list goes on. We work in a creative field and unfortunately there is a widespread perception from those outside of the live events industry that you can just start a business without any formal training, simply because you might have a great eye for design.

As event professionals, we all get frustrated by that assumption. It minimizes the years of hard work and education we have acquired throughout our careers. Being in the events industry is tough. It sounds like a fun job, and yes, it can be, but it is extremely stressful and competitive.

For a long time, there were no college programs to teach and train those interested in the field. Now there are a lot more educational opportunities available, and yet many individuals out there do not make it a priority to become properly trained in our profession.

The floral and event industry has seen significant growth in the past decade; especially after the economy started to bounce back from the recession. Add to that the creation of Pinterest, and the omnipresent use of the internet and social media in all of our lives, and your typical event is not what it was 20 years ago.

Brides don't just want to have a nice event, they want to have an event that will produce the best photos. What began with Millennials, and has grown exponentially via Generation Z, is a shift in the expectations of the guest experience. Live events are now all about design as a means of engagement and interaction. Guests want unique experiences and "FOMO-worthy" photos to prove it...or it didn't happen.

Despite the desire for higher-caliber events and the potential for further growth in the industry, the emphasis on education and training is severely lacking. I am sure we all know a "florist" who did not actually learn the trade before starting their own business. Everyone can pat themselves on the back because we make our jobs look easy, but we all know the behind-the-scenes story.

Being a floral designer is much more than just throwing some flowers in a vase. There are techniques to develop, design elements to consider, and an unending barrage of new products each year. When you are responsible for creating floral pieces for a wedding or large event, that is a monumental task and you really ought to know what you are doing.

So how can we move this industry forward? First, by continuing to educate ourselves and properly promoting and marketing your education and certifications you may have earned. We all work with clients that have no idea what our plethora of industry acronyms mean: AIFD, MFA or ILEA, SAF or CF or CSEP for example.

Take the time to educate your clients and explain to them why you are an expert in the field. Talk to other floral designers and event professionals about industry associations and get

involved. Many people are skeptical of the value in belonging to a professional organization. I would say that it is not about an immediate return on your monetary investment. As the number of talented professionals that show an interest in elevating our industry grows, the better our industry will be, the stronger it will become.

Be an outstanding example to others of what it means to be a professional. If you are frustrated by untrained individuals starting new businesses out of their homes and pricing their services too low to achieve sustainability, then help make it harder for them to do so.

We are not in this field as a hobby. We aren't just "party planners". We are professionals. We carry insurance, get trained, have employees, we own brick-and-mortar shops. So, charge what you are worth...and make yourself worthy of that price. Attend conferences, hone your skills, and educate those around you. We all need to do that if we are to make this industry even stronger. Let's teach others the value of what it means to be a professional, because anyone can claim to be a florist, but not everyone can say they are a trained expert. ✿

307 Events, located in Traverse City, Michigan, is a full-service event design company providing rentals, styling, and decor.

INDUSTRY INFO

Endowment Kicks Off #FlowerLoveVideoContest



The 2nd Annual #FlowerLoveVideoContest sponsored by the Floral Marketing Research Fund and American Floral Endowment is now underway. The contest aims to inspire creative videos to promote the use and giving of fresh flowers. The deadline for submissions is December 2. A public voting process on social media will determine the ultimate winners.

To submit your video entry visit contest.fmr.org or upload video with the hashtag #FlowerLoveVideoContest on Twitter and Instagram. The top 10 video finalists chosen by a selection committee will be eligible for the \$4,000 grand prize and two honorable mentions of \$500 each.

Submissions should be 30-60 second videos that may be skits, animation, surprise moments, musicals, testimonials, or other types of videos, as long as they feature and promote fresh flowers. Each video will be judged and scored based on certain criteria, including commercial appeal, creativity, and how much the video positively features and promotes fresh flowers.

The winners and the entire video gallery will be published online as part of a new video library after the contest ends. They will also be used as a part of Flower Marketing Monday. Every Monday, one of the videos is shared on social media and made available for floral industry members to download, personalize and use on their social media or web pages to help promote flowers.

FLORALNEWS

Quality Assurance: Where Does It Start?

BY WAYNE CASTLEBERRY, CONSULTANT

There has been much debate over where Quality Assurance starts. Let's start with the two commonly confused definitions Quality Assurance and Quality Control.

Quality Assurance (QA) does not mean Quality Control (QC).

The difference: QA is process oriented. It is a set of processes used to measure the assurance of the quality of a product or service. It relates to how a process is performed or how a product is made or a service should be performed.

QC is product oriented. It is the inspection aspect of quality management. The inspection process of measuring, examining and testing is to gauge one or more characteristics of products being sold. The comparison of those tests will determine conformity in quality control. This is to clarify that product meets a Quality Standard established by the organization or company.

The confidence provided by Quality Assurance is twofold:

QA is internal to company's infrastructure which includes the quality of product being passed through the company or communications both written and verbal. For example: From employee to employee, from department to department, from internal to external partners. Everyone in the company or organization is a customer.

Within a company or organization the confidence of Quality Assurance also includes quality of being done or occurring at a favorable or useful time, communications and interactions with the appropriate person or department, quality of response from customer service, quality of internal business practices, financial reporting, innovation, and quality of training. Miscommunications can cost the company or organization time, loss of product, customers and money which doesn't build confidence.

Quality Assurance relates externally to customers by preventing mistakes or defects in processing, manufactured products and avoiding problems when delivering solutions or services.

The confidence provided by Quality Control:

Customers are extremely important to any business and they support companies. There are three different types of customers: current customer, past customer and potential customer.

Customers are the backbone of an organization and the company's revenue. Providing customers with confidence in the quality of your product is Quality Control and will express your commitment to those customers. To build the confidence of a past customer we must show them your commitment by offering a quality replacement.

The confidence provided by Quality Assurance is associated with brand recognition. Get it right the first time. Presentation is the important part of that assurance.

Potential customers who receive product are not always those who ordered the product. A supplier who orders your

product for distribution to their customers depends on having confidence in the quality of your brand.

In the floral industry an estimated majority of the customers who receive products are potential customers. The customers who ordered the product wanted it for someone else or occasion. Here is the opportunity to increase market share and further brand recognition.

Quality Assurance starts with everyone in the company. ✿



Garden Rose Contest Winner Announced

Alexandra Farms has announced the winners of its Garden Rose Design Contest.

The two first place winners each received an all-expense paid trip for two to Alexandra Farms in Bogotá, Colombia.

Wedding Bouquet winner was Rachel Stevenson who featured the garden rose variety Juliet (Ausjameson). Everyday Design winner was Angela Hall using garden rose varieties Baronesse and Miyabi.

Second place winners who took home 1,000 stems of garden roses were Nancy Zimmerman, wedding bouquet and Katherine Taylor, everyday design.

500 stems of garden roses went to third place winners Tara Pollio, wedding bouquet and Eleni Mauromoustakos, everyday designs.

Nancy Zimmerman's wedding bouquet and Brenna Quan's everyday design were honored with the readers' choice award. They received 1,000 stems of garden roses.

Judges for the contest were Alexandra Farms President Joey Azout; David JC Austin of David Austin Roses; Hitomi Gilliam AIFD EMC; and David Coake and Lori McNorton from *Florists' Review*.

Next year's contest will be announced on social media. Alexandra Farms thanks all of this year's participants for a successful and creative contest. ✿

Wedding Bouquet Winner



Photo credit: Janae Rose Photography

Everyday Design Winner



Photo credit: Kennadi Hall Photography

Alice Waterous Honored at Hall of Fame Dinner



MFF Chair Bob Patterson, CF presents the Hall of Fame award.

Floral industry dignitaries, friends, and family gathered last month to honor Alice Waterous AIFD, CF, PFCI, at the annual Michigan Floral Foundation Hall of Fame dinner.

The honoree is known for her dedication to the industry and her willingness to lend a helping hand to fellow florists. Among other things she has been a shop owner, event designer, program presenter and a staff designer at wholesaler Kennicott Nordlie for the last 22 years.

Serving in various leadership capacities, Alice has been president of the Michigan Floral Association, on the board of the Michigan Floral Foundation, and president of the North Central AIFD Chapter. She has written for several publications including *The Professional Florist*, *The Canadian Florist* and *Grand Rapids* magazine.

Her consultant and specialty design company, Alice Waterous Floral Consultant LLC/ Alice's Christmas Elves serves commercial, municipal and private clients.

The event, held at the Goei Center in Grand Rapids, Michigan, had three platinum sponsors, the American Institute of Floral Designers - North Central Chapter, Kennicott Brothers, and Teleflora and bronze sponsor Design Master Color Tool. Patterson Flowers provided fudge favors and Eastern Floral did the table linens. The MFF board of directors gave out corsages and boutonnieres.



On hand to congratulate Alice were Red and Katie Kennicott.



Kiersten Schulte from Eastern Floral acted as master of ceremonies.



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Garden Rose Varieties: Piano
Photographer: Filip Grbic and Ranko Lazovic

WUMFA

Education, Technology, and Networking

BY LISA BELISLE AIFD, ICPF, WUMFA PRESIDENT



End of summer + kids back at school = time for ourselves. Take a moment and reflect on your summer. Was it slow? Was it filled with weddings and events?

Either way, “me time” is not only something we deserve, it is just as important as everything else on the to-do list.

How you nurture your soul is a choice unique to you—sipping a glass of wine or tea while watching a sunset, an hour of reality TV, or a refreshing sweat while jogging in the evening. Sometimes we get so caught up that we do not even realize the stress we are carrying after day upon day of retail customers with unrealistic expectations.

Our world trains consumers to expect instant gratification from retail and service providers and as florists we are constantly under pressure to deliver. My question: Is there anything aside from turning off our brains at the end of the day that we can do to make our career as nourishing for us as our designs are to a viewer’s eye? Is there a thread that can bind all of us together and help consumers gain respect for our artistry? What can help us manage our daily work flow? Well, I think I have found that thread and it is, drum roll please, education.

The same way nutritious soil and water help a plant grow, education has always been equivalent to growth for me. I was always the child who asked “why?” Although it may have been irritating to some, it created a habit and way of thinking that trained my mind to focus on solutions.

Learning something new is always difficult in the beginning, but with practice and dedication it evolves into something beautifully instinctual. For example, when I walk into a design room I’m internally analyzing everything.

What can I change to make the physical space more efficient and to minimize steps? How can we store more product and display it more effectively for customers to see and purchase? Is there a better station for the drivers to route, wrap, and stage deliveries?

My brain is like a mind field of opportunities at all times. How would you like to learn more? My first recommendation is to get into the habit of asking questions and then going on a mission to seek out your answers. One place you can look is technology.

As long as we know how to distinguish good sources from bad, technology brings education right to our fingertips. Surprisingly, social media even has great educational links if we know where to look. Not only can we find links to valuable sources, we can collaboratively learn by asking our network questions.

Running an online search is also a highly valuable tool. Sometimes my coworkers and I get caught up in a bind. We run a search, evaluate the websites generated, and voila, ask and you shall receive answers. Online searches are education on demand.

My two most used searches are help with measurement conversions and calculating the time it will take me to reach a certain destination. Both help my day flow with much more ease. This is just a taste of technology as a learning tool; however, there are some questions and wishes where technology falls short in delivering answers.

Where do we go if we seek answers that give us a more fruitful experience on all levels, where we can really dive in and soak in nourishing thoughts and ideas? What if you wish to quench your thirst for becoming a more creative designer who can surprise your customers and inspire them to think outside of the box?

Look no further because the 2019 WUMFA convention is just around the

corner and we would be more than delighted to have you attend. This year is our 100th year of conventions. Just imagine a place where florists, wholesalers, vendors, and students come together in one place to network and be wowed by some of the best designers out there.

The convention is a jam-packed three days of hands-on business and design sessions filled to the brim with knowledge. I have been in the industry for over twenty years and there has never been a session where I didn’t leave buzzing high in educational growth. To me, personally, the dollar trade for knowledge is hands down the best.

I feel lucky to meet so many wonderful people under one roof, collaborate, and know there is an array of connections I can reach out to about constructing or sourcing a specific product after the convention is over. It is connections such as these where the educational aspect of the convention is never over.

This year’s convention is sure to be one remembered forever. Our convention committee is working extra hard to bring some of the most current trendsetters to the stage, the best business lecturers, and the most enriching hands-on workshops that you definitely want to be a part of.

And last, but definitely not least, it is going to be A Roaring Good Time! ✿





WUMFA

Wisconsin & Upper Michigan
Florists Association

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840
(517) 253-7730 • Toll-Free (844) 400-9554
Fax: (517) 575-0115
www.wumfa.org

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Wisconsin Florist Foundation Announces Its 2018 Donors

The Wisconsin Florists Foundation has announced the donors that supported its educational efforts in 2018. The WFF and the Wisconsin & Upper Michigan Florists Association are partners in furthering educational opportunities.

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

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

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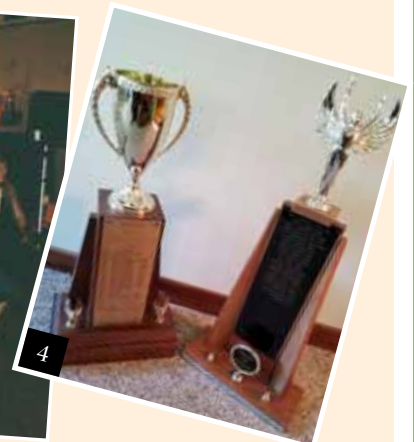
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Kristine Klasen

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Malley's Blooms
Michelle Hobbins

Memories



1. The 1958 convention shows off some interesting clothing styles and floral designs.
2. New plants were presented to a group of ladies during a plant science program put on by WUMFA. We can only guess in what year!
3. This "dance the night away" color photo is from the 2000 New Millennium convention...the 100th anniversary celebration promises to be just as much fun, Be sure to mark your calendar for March 29 - 31, 2019!
4. The traveling trophies are back traveling to the 100th anniversary convention. The WUMFA Academy trophy was awarded from 1988 through 2013. The Best of Show trophy was given from 1992 through 2013. Be sure to attend the 2019 Saturday evening gala awards banquet to be included in a reunion photo for all whose names are on these trophies (you know who you are). *Note: In 2014, individual plaques replaced these two awards.*



Wisconsin Florist
Foundation

WUMFA

2019 WUMFA Design Contest

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

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn and evolve as a designer. As we focus on 100 years of being a floral community, you will apply your skill set to reflect current and future trends. Winning competitors will be acknowledged at the Saturday night banquet and in *The Professional Florist*.

PROFESSIONAL DIVISION WINNER

This year Professional Division contestants have an opportunity to further compete and win larger cash prizes. The designers must enter all three professional division categories. The three individuals with the highest cumulative points in these categories will be selected as finalists to earn the chance to compete in a spontaneous surprise package competition. The three finalists will be contacted and sent a text message. The three finalists will have one-half hour on the main stage starting promptly at 3:45 p.m., Saturday, March 30, 2019, to create the spontaneous surprise package design. The three contestants will meet at 3:30 p.m. at WUMFA registration desk.

The design contest committee will select all the materials in advance. Finalists are responsible for their own tools: (knife, wire cutter, scissors, pruner, needle-nose pliers, foliage stripper). Contestants will not be judged, this will be a people's choice ballot vote. He or she will be announced at the Saturday night banquet and will receive \$300.00, and the coveted title of 2019 WUMFA Professional Division Winner. This is one step in the process to become Wisconsin Professional Floral Designer of the Year. The winner will be required to participate in phase two, competing against all winners of the Home and Garden show contests throughout the winter. Five to six winners will compete at the Wisconsin State Fairgrounds for an hour and a half in three categories and will be professionally judged by certified judges. The winner will receive a plaque and \$1500 and will be encouraged to use it to participate in the Sylvia Cup (can be used for airfare, hotel and meals) or just taken as a cash prize. For years the education committee has tried to make this possible, with the support of WFF they have made this a worthwhile experience so that you can compete on a much larger scale. More details to be posted on website.

STUDENT DIVISION: HIGH SCHOOL · THEME: MODERN MALE BIRTHDAY

Design a linear arrangement for a young male professional's birthday to be placed on a 24" x 24" modern cement column. Create an arrangement using 6" or taller container. You may use any materials listed in the packet and one hard good is a must for texture and movement. Your display space is limited to 24" wide by 24" long and 48" high. Wholesale value is not to exceed \$30. **No Props, see below.*

COLLEGE/TRADE SCHOOL: NOVICE DIVISIONS · THEME: BRIDAL

Create a monochromatic bridal hand-tied bouquet using a chicken wire egg, a Syndicate Sales Holly Chapple 4" egg or a 4" pillow. The bride loves an organic free-flowing style and did not mention a favorite flower or color. This will be your choice. The bride's only request was ribbon streamers to match the flowers. You will be given a Syndicate Sales C007 vase to display your bouquet. You have a limit of \$35 wholesale. Space allowed is 30" wide x 30" long and no height restrictions. **See below.*

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

PROFESSIONAL DIVISION

THEME 1: Gala Couture: Create a floral couture jewelry item fit for a Gatsby themed gala. You may choose to design a floral fascinator or a necklace that would be appropriate for a lady wearing a flapper style dress. Use of Oasis® wire is recommended and your choice of any materials listed in packet. The display space is limited to 24" long by 24" wide with no height restrictions. You have a limit of \$50 wholesale. No permanent botanicals (silks) are allowed. You may use a prop to display your item; however, it must fit in your display space. **See below.*

THEME 2: "W" means Weekly: Create an arrangement for a weekly corporate account at the W Hotel. The W Hotels are known for a fun and modern environment. This week the manager requested a "W" be incorporated as part of the piece; it can be interpretive or literal. The display space is limited to 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. Container not included in the price. No permanent botanicals (silks) are allowed. No props are allowed. **See below.*

THEME 3: Romance the Bride: Create a horizontal, cascading bridal bouquet in a 6" Holly Chapple egg for a romantic spring bride. The bride loves an organic feeling but requested you stay in one color tone from the lightest tint to darkest shade. You have a \$75 wholesale limit and will be given a Syndicate Sales C007 vase to display your bouquet. No props are allowed. ** See below.*

**Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all wholesale prices. Your entry must be mechanically sound to withstand touching and handling by judges. *Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

ACADEMY DIVISION · THEME: FIRE IT UP

Create a tablescape that translates the 2019 convention theme "Fire it Up". It can be literal or interpretive, just no real fire. Your table is an 8' banquet table and your piece should be viewable from all sides. You may include flowers, foliage, fruit, vegetables, branches, plants, succulents, and any items on the wholesale list in the design packet. Please stay within the 8' banquet table, but you may go as tall as you wish. Allow space for at least for four to six place settings. You have a \$90 wholesale limit. Your entry must be mechanically sound to withstand touching and handling by judges.

PRIZES FOR ALL CATEGORIES AND THEMES

First Place: \$100, Ribbon, and Certificate • Second Place: \$50, Ribbon, and Certificate • Third Place: \$35, Ribbon, and Certificate
Professional Division Winner: \$150.00 and Certificate • Academy: \$250.00 and Certificate

Download Contest Packet at www.wumfa.org. If you have any questions contact Lisa Belisle AIFD. Call (262) 744-1553 or email: Lisa@floraelements.com. You can also contact the WUMFA Office at (517) 253-7730.

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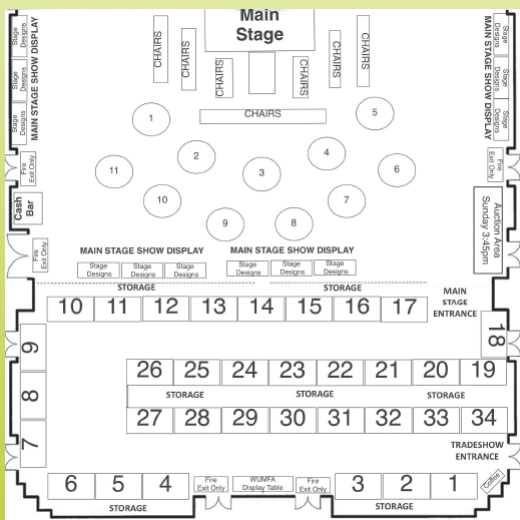


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Support WUMFA's education efforts and reach potential customers at the Trade Show.
For information contact Rod at (517) 253-7730 or email rod@michiganfloral.org.

The aBc's of Bridal Business

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

Before you take a wedding ask yourself how can we win their hearts and leave a little green in our pockets. Well, first of all we aren't doing this for our health. We all know weddings are stressful for everyone who gets near a bride. She may be pretty but she can be so demanding.

Be in charge. First thing, don't let her push you around. A wedding I quoted went to a colleague, only to have her call to say this bride was a nightmare. She failed to set limits from the start and that bride was consuming all her time with pointless details.

Be visible. Network and create a chain of people you can connect with. Do it with the same purpose and vigor you would use to shop for perfect flowers. Venues are the first stop on the bride's checklist, develop your relationships with them.

Be available. It's not enough to spend all your time texting, meet in person. With brides away at college or unavailable for meetings, get creative with your time. Meet on a weeknight or weekend after hours at a coffee shop. Face to face will give you clues about her that texting cannot.

Be original. I know, hard to do when you compete with Pinterest photos for attention, but take bits of things you have and experiment. Take lots of pictures in various settings. Play with lighting or network with a photographer. Take classes, WUMFA is there to spark your creativity. It's really hard to be on your own and uninspired. Creativity and proper technique happens best with mentors and colleagues. Develop your own style and promote it. Lean on your industry for help, sometimes to borrow props, other times for technical questions.

Be open to change. Trends in the industry change. We won't be doing barn weddings forever, unless of course you live in farm country like we do. Then we need to make the best of it. Most who refused to change no longer exist. Study change and be on it before the bride asks you for it. European trends will eventually find us.

Be the ONE. The one who creates what they can't get elsewhere. Anyone can wrap some flowers and drop them off, We shouldn't be one step up from a farmers' market. We should be awesome! The details, the thoughtful touches, the thing they can't be DIY. We are experts, we need to show it. Bet they didn't know those stem dyed flowers from the grocery store would bleed all over their hands and dresses. Bet they weren't expecting a family of spiders to drop out of the handpicked yard bouquet. If you do wire work, show it, maybe they don't want it, but they'll know you're an expert at it.

Be proactive. Hydrangeas and the heat of summer don't mix well, show her creative solutions. Sell the look, not the flower. Natural products are subject to environmental changes. It makes us crazy. Last minute substitutions shouldn't involve disappointing calls to an already nervous bride.

Be efficient. With proper conditioning, flowers can be prepped early. Take the stress out by separating product early, assembling bouquets and using cast off stems for all the small stuff. Finishing sprays and proper packaging are amazing friends. If there is a problem, finding substitute product is easier on Monday. No one wants to hear from you on Friday.

Be Cool. I mean keep cool. The reason everyone wants to be us is that we make it look easy. Like a ghost barely seen and the



work is done. Never mind that the cooler froze 50 bunches of dendrobiums, the bride will be completely unaware. It's her day, you got this.

Be a good customer. Having suppliers willing to find 50 bunches of dendrobiums at the last minute will keep you sane. Creating great rapport with your suppliers is critical for color and quality. Pay your bills and treat them with respect, be a friend. Buy them a bottle of something nice when they get your back.

Be attentive to details. Pay attention. Missing Grandma's corsage might not be your fault because she didn't order it, grill her at consultation and cross check everything. The two brides I worry most about, the detail obsessed and the one who's not. Some brides want to show up to the party someone else planned, others want to do your job.

Be selective. Don't fall for the pressure to win every bride. Trust me, I've dodged some bullets by not taking on certain clients. If they want you to climb trees for them, remember, you're not a squirrel and they can find some other nut. ✿

Lori List is a past president of WUMFA. She and her husband Karl bought Wanta's Floral & Gift after she had worked in the shop for twelve years. She also creates gourd art.

NEVILLE ON THE LEVEL

THERE AIN'T NO TIME FOR ALL THAT!!

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



Look, we all are running off in all directions and sometimes when I hear a person say to me, "I don't know HOW you do all you do!!" I

must ask myself the same question. My general response is, "Who says drugs are bad, right?", but in fact, my life is a whirlwind most of the time and it takes a lot of energy and planning to make it all work.

About 200 years ago now I was at a floral meeting that was hosted by a talented and sweet lady named Patricia Cull. I listened as she carefully choreographed the day ahead, not only with our meeting, but with her family and business obligations. I never forgot how fascinating and inspiring that was for me to see her strength and determination to get everything done and done well. And she did. (All before mobile phones, by the way, so let that sink in kiddies.)

I own and work in our flower shop, I have a husband, an apartment, a house in the country, a cat and a family. I write for two publications, teach and demo for Smithers Oasis all over North America, host tours to the UK (and one soon to South America), am on TV regularly, judge competitions all over,

I have a book out and two more on the go, host many charity events and drive by a gym as often as I can. In my spare time, I love to cook and bake, garden and sit like a blob on the sofa. Now, that's a profile no one would swipe left or right on...ha-ha!

Look, we all have a lot of things on the go, more now than ever it seems, and no time to get it all done. Here's how I get through it all.

Break it all down. If you have a pile of things to do and it seems all a bit

overwhelming, make a list and prioritize them. Do you have to do that planter now or should you look after the funeral first and when is that wedding appointment?

Not only is this a great way to remember and review what's going on, but it really makes things a lot easier to digest when you have them in order. Also, making a list of what to do allows you to check things off as you do them which gives a sense of accomplishment. I have a list of my bookings and engagements for the year ahead called, "Neville on the Go!" and that has been a blessing so many times.

Put yourself first now and then. Look, it won't do anyone any good if you are sick and burned out, so be sure to take care of yourself. There's a reason they say to put your mask on first on a plane before helping others.

I spend a lot of time traveling and I get the best sleep now on a plane. I put my ear buds in (even if I don't want to listen to music) shut my eyes and often am asleep and gone before the plane has taken off.

Eat well, and although it is more difficult when travelling or during a holiday season, you can still take the time to eat an apple, orange or a nice "Hippy" sandwich.*

Just say "No". I must admit that this word doesn't come out of my mouth easily when it comes to desserts or charity gigs, but it is empowering when you master it. There was one event I did for years, never really enjoying it, and finally said no a few years ago. Well, the world didn't end, nor did the opportunities. If you don't allow yourself the opportunity to do other things, these opportunities won't come your way.

Exercise. Ha HA !! nope. Isn't gonna to happen but apparently this is a wonderful way to better your mind and body for the marathon ahead.

I do know that sleep, and mental rest, is imperative, and allows you more energy to do more in your life. I spent some time this past summer with my friend William Roache (aka "Ken Barlow" from Coronation Street) and he spoke of mediation, which he does for 15-30 minutes daily. For an 86-year-old, he is a going concern and says, which I agree, this is a contributing factor to his longevity and success.

You've all heard, "Stop and smell the roses!". Well, do just that. Look at the beauty you get to work with, and I mean really look at it. Drink in the textures, the colors, the scents, and if even for a minute, let yourself go. It is so very good for you and gives clarity and focus.

I do this several times a day and have even done so on stage with the audience. I also take time for me about every six weeks or so when I will go sit on a rock by the ocean or in the garden or forest away from people and telephones and let it all go so to speak. This is so healthy, and something we as a culture haven't allowed in our lives.

Mostly, be kind. Smile. Laugh at yourself. Up the dosage if necessary. 🌸

**Editor's Note: For those of us who do not know what a "Hippy" sandwich is, let me enlighten you. It is a vegetarian sandwich which consists of tofu, tomatoes, lettuce, sprouts, and maybe a touch of hummus. Sounds good!*

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Class enrollment limited to 12.

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

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Instructor: Cindy Ching, AIFD, CF

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.

Includes all flowers and supplies. Lunch on your own.

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

Intermediate Floral Design

Five Day Course

June 2-3, 2019, Sunday and Monday

June 9-10, 2019, Sunday and Monday

June 17, 2019, Monday

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

Member \$1250 • Non-Member \$1500

Instructor: Cindy Ching, AIFD, CF

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. Includes all flowers and supplies. Lunch on your own.

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

Go to www.michiganfloral.org for complete course information.
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The Professional Florist

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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.

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Well established flower shop in Mid Michigan area looking for creative, experienced and professional designer. Full time and part time openings available. Salary experience based with continued education benefits possible. Send resumes to: 586 Plantation Drive, Saginaw, Michigan 48638 or email: jballien@gmail.com

For Sale –

Flower shop in Allen Park, Michigan. Display, storage and large design area. 2900 square feet. Large double walk-in cooler 28' x 8'. Great display street windows. \$50K. Phone: (734) 558-7347.

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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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- Our best-in-class technologies, including our award-winning POS and web-hosting solutions, are built to run your business efficiently – connecting you with consumers and the largest network of florists.
- We invest heavily in robust national consumer advertising campaigns and develop unique and effective marketing programs and products – all to help you acquire and retain new customers.
- We have industry-leading experience and knowledge, and are always available with the support you need – allowing you to stay focused on your business.
- With over 80 years of partnership with florists, we are 100% committed to ensuring that every single order in our network goes to a local florist.

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