

## LEADERSHIPREPORT

# Mark Your Calendar Now for the 2019 Expo

BY KIERSTEN SCHULTE, EASTERN FLORAL, GRAND RAPIDS, MI, 2019 GLFEE CHAIR



As we look towards the end of the year, we find ourselves reflecting upon things we have accomplished and mastered. So it is also with the 2019 Great Lakes Floral and Event Expo (GLFEE). With the 99th anniversary ahead we can look back at all of the exciting things we have learned, the friends we have made, and the changes we have seen.

So, mark your calendar for the first weekend of March, March 1-3, at DeVos Place in Grand Rapids, Michigan, to celebrate “99 Years of Floral Mastery.”

As a busy industry professional, I sometimes find it hard to be as on top of continued education as I would like. This is why Expo is so important to me. It’s the time I get to set aside to learn about new design trends, ways to market my product effectively, how to better serve my clientele and staff, and connect with my industry peers.

Beyond the comradery, making new acquaintances and seeing familiar faces, take a glance at the lineup of speakers and sponsors and you’ll come to find out why GLFEE is one of the leading floral conferences. With seven main stage shows, nine business sessions and eight hands-on classes, there’s something for everyone. From eventology and boho crowns, to celebrating with foliage, there won’t be a dull moment.

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

Now let’s get excited about 2019. Start by sharing this with your staff and getting them excited about all of the great things we have in store. Sure, you can read about it, look at all the pictures we post on social media, but there isn’t anything like actually being there. It’s time to start thinking about signing up!

So, there you have it. Take a look at the lineup on the following pages and see if you’re ready to **Educate** yourself and your staff on current trends and design techniques, **Inspire** yourself and others to excel in every opportunity that comes your way, and **Collaborate** with your peers on how to make the next 99 years a success in our beautiful industry. I hope you’ll join me. 🌸

Support Your



**MichiganFloral**  
FOUNDATION

The Michigan Floral Foundation (MFF) was established to support and advance the floral industry, its members and the communities they serve.

The Foundation meets this responsibility through educational opportunities and community enrichment activities.

It honors outstanding members of the floral industry who have mentored and inspired their fellow industry members in the Michigan Floral Foundation Hall of Fame and will also make available financial assistance to those seeking to become a Certified Florist.

Every contribution is tax deductible and is used within the State of Michigan to help Michigan florists. A contribution can be made in honor of a person’s birthday or anniversary or to honor a loved one at their passing. A donation can be given in honor of someone as a way of saying thank you or to make a professional gesture to let them know they are special.

If you would like to make a donation to the Michigan Floral Foundation simply contact us at (517) 575-0110 or go to [www.michiganfloral.org](http://www.michiganfloral.org).

## Welcome New MFA Member

### Dahlia City Floral & Gifts

**Bill Sorensen**

120 S. Main St.

Wayland, MI 49348

Phone: (269) 0525-1050

Website: [www.dahliacityfloral.com](http://www.dahliacityfloral.com)



## 2019 GLFEE Design Presenters



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



**MATTHEW BLIND** is a freelance floral and mixed media designer based in St. Louis, Missouri. He began his career working at Alex Waldbart Florist, St. Louis' oldest florist. He frequently freelances with other designers across the country picking up new trends, methods, and friends along the way. Wanting to share his love of flowers and floral design, in 2018 he began teaching workshops and classes to other professionals in the industry and amateur designers alike.



**HITOMI GILLIAM AIFD**, is a member of Teleflora's team of education specialists, much in demand as a floral educator with 28 years of retail experience, who now devotes all her time to teaching. She is one of only seven recipients of AIFD's Award of Design Influence. She is a regular Facebook columnist offering design advice and video tutorials and also posts regularly on Instagram with designs, tips and tricks. A distinguished lecturer world-wide, she has given presentations at many notable venues, art museums and botanical gardens.



**CORRINE HECK** is the founder and CEO of Details Flowers Software, a platform designed to help florists streamline proposals, make arrangements more profitable, and simplify payment process. The Details app captures proprietary, valuable information that can direct future growth opportunities. Corrine has more than 20 years of experience in the flower industry, both retail and wholesale, and has designed more than 1,500 weddings in Central Florida. Her presentation will cover how to maximize your potential and grow your event calendar.



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



**RANDY LAIPPLY** an account executive with Connie Duglin Linens, has represented the company for 12 years. The company's wholesale website can be linked to your shop's website so that bridal and corporate customers can browse the linen selection and refer back to you for pricing. You will recognize Randy as the friendly face at the Connie Duglin booth at GLFEE each year



**SHARON MCGUKIN AAF, AIFD, PFCI**, began her career as a small-town florist with floral adventures leading her around the world. She has consulted in Asia for the home decor industry and presented floral demonstrations in the U.S., Canada, and Europe. She also has decorated floats at the Rose Bowl Parade and designed flowers in the White House. Currently she is a Smithers-Oasis design director and a well-known floral blogger as well as being the author of the book *Flowers of the Heart*.



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



**BROOKE RAULERSON AIFD, CFD, FSMD**, along with her husband Dale, purchased the family business, Artistic Florist, Amelia Island, Florida, in 2005. Her floral designs and bouquets have been shown in many publications and at garden clubs and florist events. In 2016, she was the Florida State Designer of the Year. She has also represented the USA at the Gateway to the Americas Cup International Floral Design Competition. In 2017, she gave a main stage presentation, at the AIFD National Symposium in Seattle.



**JASON RUDICIL** has been in the industry for 15 years. He is an accomplished designer, winning the 2016 MFA Designer of the Year award. He now heads the wedding department at Eastern Floral's two lakeshore stores, as well as serving as lead designer. He enjoys teaching design classes to the public in hopes of inspiring more people with floral art. Along with being on the GLFEE planning committee Jason also chairs the MFA's Young Professionals group.



**GARRETT SKUPINSKI CF**, is an internationally recognized designer with a long history as a MFA member. He is a Floral Fundamentals Ambassador along with winning many design awards internationally. He loves high couture experimental design styles, unique large scale displays and international design. Garrett's passion for design and education has taken him throughout the United States, Canada, and multiple countries in Europe learning, teaching and designing. He has been very active at the Great Lakes Floral Expo and has chaired multiple Expo committees.



**MOLLY LUCILLE TIESMA** is a wedding consultant for Eastern Floral in Grand Rapids, Michigan. Working in the floral industry for four years, her passion is connecting with couples to embody their vision and story through floral decor.



## 2019 GLFEE Business Presenters



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



**SHIRLEY LYONS AAF, PFCI**, has years of experience in industry consulting and educational seminars in addition having owned a retail florist shop, Dandelions Flowers & Gifts, for 43 years. She is a past president and chairman of the board of the Society of American Florists and also spent a number of years working with the Northwest Florist Association and major wire service groups.



**TIM GALEA** is president and majority owner of Norton's Flowers & Gifts in Ypsilanti and Ann Arbor, Michigan. He began his career over 50 years ago and is experienced in all facets of the floral industry. He is an administrator and consultant in addition to being a floral designer. He is a longtime member of the Midwest Group, one of the industry's leading peer groups and has served on the SAF retail council, and the MFA board of directors.



**BROOKE RAULERSON AIFD, CFD, FSMD**, along with her husband Dale, purchased the family business, Artistic Florist, Amelia Island, Florida, in 2005. Her floral designs and bouquets have been shown in many publications and at garden clubs and florist events. In 2016, she was the Florida State Designer of the Year. She has also represented the USA at the Gateway to the Americas Cup International Floral Design Competition. In 2017, she gave a main stage presentation, at the AIFD National Symposium in Seattle.



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



**KIERSTEN SCHULTE** is the director of corporate relations and major accounts for Eastern Floral, located in Grand Rapids, Grand Haven and Holland, Michigan. Since she began as director of marketing for Eastern Floral, her experience has grown to include judging floral varieties competitions, commentating, appearing on local TV and radio programs, and serving as a committee chair for GLFEE for the past three years. This year she is chair of the Great Lakes Floral & Event Expo



**CORRINE HECK** is the founder and CEO of Details Flowers Software a platform designed to help florists streamline proposals, make arrangements more profitable, and simplify payment process. The Details app captures proprietary, valuable information that can direct future growth opportunities. Corrine has more than 20 years of experience in the flower industry, both retail and wholesale, and has designed more than 1,500 weddings in Central Florida. Her presentation will cover how to maximize your potential and grow your event calendar.



**BRENDA STERK** is the design and production manager, and wedding floral coordinator at Eastern Floral. With more than 25 years in the floral industry, she has a wealth of knowledge that spans every aspect of the business, and continues to seek out new opportunities to discover the advancements in floral design and science. She enjoys working with coworkers and clients to bring their floral visions to reality. This is will be her first time teaching an MFA course.



**MEGEN KASSUBA** is the store manager at Eastern Floral's Grand Rapids location. She has worked for the company for 10 years. She has a background in landscaping and business marketing. Though this will be her first time teaching an MFA course, she has worked extensively to train both new employees and designers. She is excited to have the chance to explore bridging the gap between sales and design in this course.



**ROBBIN YELVERTON AAF, AIFD, CF, CAFA, PFCI**, is co-owner of Blumz...by JR Designs in Metro Detroit as well as a floral designer/educator with over 30 years in the floriculture industry. As an award-winning designer, his southern influenced style, sense of humor and down to earth stage presence makes for an entertaining and educational program. His expertise in the sales, marketing and wedding, sympathy, holiday, events and everyday designs provides a wealth of information and presentation topics.



**ALLIA LEWANDOWSKI** is a graduate of the University of North Florida. In her year plus of working at BloomNet she has managed hundreds of florist accounts using her experience in Google Adwords and Facebook Ad Manager, She is now on the road as a Floriology speaker sharing her knowledge with the floral industry.

**Save the Date!**  
March 1-3, 2019



# 2019 GREAT LAKES FLORAL & EVENT EXPO

## GLFEE Sessions, Friday, March 1, 2019

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

Don't Miss These Fabulous Friday Events!

#### \*Crash Course: Event Management from Selling to Design

Presented by Corrine Heck and Jason Rudicil

Sponsored by Details Flowers and MFF

Date: Friday, March 1, 2019

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

Location: River Overlook, A, B

Bring all tools. Additional fees apply. Lunch included.



Students will participate in a full day of Event Management with strong focus on budget, pricing, event management, sales techniques, forecasting and ordering. This class is geared to introduce sales techniques while following with full instruction on computers. The second section of the class reviews recipes, proper flower preparation, recipe outline and design features that will be used for the gala on Saturday. Workshop attendees will receive membership to Details Flowers Software for one month of service. Class participants will get a 25 percent off coupon for Details annual membership after completing the workshop.

This exciting informative workshop will be broken up into two sections.

Details 101 | Event Management and Selling | Tech Lab

Details 102 | Production & Design | Hands-On

## TWO SUPER, DUPER BUSINESS SESSIONS!

#### \*Focusing on What Matters: Shooting Better Photos for Social Media and Websites

Presented by Robbin Yelverton AAF, AIFD, CF, CAFA, PFCI

Sponsored by DWF

Date: Friday, March 1, 2019

Time: 10:00 a.m. - 12:00 p.m.

Location: River Overlook E, F

Additional fees apply.



Learn basic skills and techniques to shooting better digital photos for your social media posts and websites. A simple, hands-on class focusing on creating arrangements that photograph well, basic equipment, and simple ways to create cleaner and more effective pictures. No professional training required. Bring your Smart Phone or iPad. No other cameras required. understand basic markups, and what it takes to make a profit.

#### \*Success Tips for Owners and Managers Only

Presented by Tim Galea

Sponsored by Nordlie, Inc, a Kennicott company

Date: Friday, March 1, 2019

Time: 1:30 p.m. - 4:30 p.m.

Location: River Overlook E, F

Additional Fee Applies



Owners and Managers... When is the last time you got out of your shop and had a frank conversation with fellow florists about business? Please join us for an open discussion of issues and challenges relevant to business management and strategy. Tim will cover a broad range of topics including personnel issues, social media, internet advertising, and fresh ideas. Additionally, the floor will be open for group discussion so you can ask questions and/or share what's been successful for you. This is about sharing secrets, not stealing them. Michigan florists are a friendly bunch, so let's get to know each other and figure out ways to maximize our collective experience.

#### \*HANDS-ON WORKSHOP: Boho Chic Styling: Exploring Floral Crowns FFA Student Certification Test Preparation

Presented by Molly Lucille Tiesma

Sponsored by DWF

Date: Friday, March 1, 2019

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

Location: River Overlook A

Bring your own tools. Additional fee applies



Whimsical and fashionable, the flower crown is on point for bohemian styling. You'll find them gracing the pages of fashion magazines, adorning brides at weddings, as a statement piece for photo shoots, and even sneaking their way into prom. They're the perfect way to incorporate an unexpected pop of personality and unique floral elements. We'll be exploring several techniques for creating the perfect boho chic crown for any occasion; utilizing natural, earthy elements and learning the best tips and tricks to create a durable, on trend, wearable piece. Join us for a fun, creative, fashion forward class.

The Michigan Floral Association would like to thank these fine sponsors for making the 2019 Great Lakes Floral Expo possible.



## GLFEE Sessions, Saturday, March 2, 2019



### \*HANDS-ON WORKSHOP

#### Social Foliage

Presented by Jackie Lacey AIFD, PFCI

Sponsored by BloomNet/Floriology

Date: Saturday, March 2, 2019

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

Location: River Overlook A

*Bring your own tools. Additional fee applies.*

Learn how to use foliage to create a social buzz in your everyday designs. As we continue to see a rise in video and social marketing it is imperative that your designs speak for themselves. Join us in "practicing what we preach" with tips and tricks to make everyday foliage make a statement.



### \*HANDS-ON WORKSHOP

#### Hand-Tied Bridal Bouquets

Presented by Skeeter Parkhouse

Sponsored by Mayesh

Date: Saturday, March 2, 2019

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

Location: River Overlook B

*Bring your own tools. Additional fee applies.*

We all run into different types of bride. In this hands-on workshop you will explore working with the earthy bride, the modern bride, and the traditional bride. The types of flowers used to create different hand-tied bouquets that these brides would love to carry down the aisle will be explored. Identifying and understanding the personal style of each of these brides is imperative. After this workshop you will have the knowledge to create exactly what these brides are looking for on their perfect day.



### \*HANDS-ON WORKSHOP

#### Midollino Artistry

Presented by Hitomi Gilliam, AIFD

Sponsored by Teleflora

Date: Saturday, March 2, 2019

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

Location: River Overlook C

*Bring your own tools. Additional fee applies.*

Known throughout the floral design world for her exciting programs and lectures, Hitomi will share her ideas using this simple but useful material in this not to be missed workshop. Creative artistry with Midollino can add excitement and value to everyday and event design. She will show you how to make outstanding structures you can use in any armature based design.



### BUSINESS SESSION

#### Teamwork Makes the Dream Work

Presented by Adrien Harding and Kiersten Schulte

Sponsored by Eastern Floral and RSVP Events

Date: Saturday, March 2, 2019

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

Location: River Overlook E, F

Learn how to make your existing vendor relationships thrive and best serve your clientele. In this session Adrien and Kiersten will share their expertise on how to initiate the referral process, who does what, who charges what, and how to ultimately bring the client's vision together and make a memorable event as a team.



### BUSINESS SESSION

#### Tired of Paying for All That Advertising??...

Presented by Shirley Lyons AAF, PFCI

Sponsored by FloristWare

Date: Saturday, March 2, 2019

Time: 10:15 a.m. - 11:00 a.m.

Location: River Overlook E, F

How to build your business through PR (basically for FREE!). Develop yourself as the local "authority" and media magnet on business, flowers, holidays, people and emotions. Learn how to identify ways to create "news hooks" in and for your business, create a 12 month floral related PR plan and become a reporter's go-to resource all year long. See examples of sample press releases and how to take advantage of news and PR opportunities that can involve you and your business.



### MAIN STAGE DESIGN SHOW

#### Designer of the Year Run Off

Commentated by Doug Bates AIFD, PFCI

Sponsored by FloraCraft and MFF

Date: Saturday, March 2, 2019

Time: 10:15 a.m. - 11:00 a.m.

Location: Steelcase Ballroom B

One of the most exciting events at the Expo is the MFA Designer of the Year Contest. Five outstanding floral designers from the Professional Division will compete. Be sure to attend and be inspired by the fabulous design work.



### BUSINESS SESSION

#### Sales and Design: Bridging the Gap

Presented by Brenda Sterk and Megan Kassuba

Sponsored by Eastern Floral

Date: Saturday, March 2, 2019

Time: 11:30 a.m. - 12:30 p.m.

Location: River Overlook E, F

Every shop sells flowers. Every shop designs flowers. In this session you will learn the importance of separating sales and design departments in order to maximize profits, as well as how to bridge the gap between sales and design to ensure 100 percent customer satisfaction. Learn tools and tips from management experts with over 25 years in the floral industry.



### MAIN STAGE DESIGN SHOW

#### Weddings, Woes, and Wins

Presented by Brooke Raulerson AIFD, CFD, FSMD

Sponsored by Floral Greens Farmers of Florida

Date: Saturday, March 2, 2019

Time: 11:30 a.m. - 12:30 p.m.

Location: Steelcase Ballroom A

Imagine a floral world where sourcing, budgets and availability are never an issue. Make your weddings easy and effortless in style, mechanics and uniqueness, to bring smiles to everyone involved.



### MAIN STAGE DESIGN SHOW

#### The Evolution of Style

Presented by Matthew Blind and Garrett Skupinski, CF

Sponsored by Equiflor Rio Roses and Floral Today

Date: Saturday, March 2, 2019

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

Location: Steelcase Ballroom B

The theme of the show will progress with the tone of Community over Competition to better the industry together. How can education, experience and inspiration develop our personal style? Learn how we can use them to brand ourselves and our company for increased growth, profit and exposure. Then, strive for higher levels of skill and technique in your business and in our industry.



### BUSINESS SESSION

#### Treat Your Business Like Your Car!

Presented by Shirley Lyons AAF, PFCI

Sponsored by FloristWare

Date: Saturday, March 2, 2019

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

Location: River Overlook E, F

How to drive a "Mercedes" now and still get the best price when you sell. Learn what you need in your "owners manual" to keep your business running smoothly now and be ready to sell at the best price when the day comes. Tune it up financially and physically, beef up the engine with leadership/management skills, lube and oil with solid financials, polish the chrome and sell it for top dollar.



### BUSINESS SESSION

#### Build, Brand, Bang

Presented by Allia Lewandowski

Sponsored by BloomNet/Floriology

Date: Saturday March 2, 2019

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

Location: River Overlook E, F

BloomNet's Allia Lewandowski, digital marketing representative, will show how to build your brand through digital marketing in today's social world and getting the biggest bang for your buck.



### MAIN STAGE DESIGN SHOW

#### Circles of Love

Presented by Sharon McGukin AAF, AIFD, PFCI

Sponsored by Smithers-Oasis

Date: Saturday, March 2, 2019

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

Location: Steelcase Ballroom B

Running around in circles searching for trend-setting wedding ideas? You're in luck. The symbolic circle is topping the charts for wedding designs. Circular arches, centerpieces, wreaths, bouquets, cakes – the options are as diverse as the brides requesting them. Learn to use color, form, and texture, this season's most fashionable elements, to expand your circle of influence with brides in 2019. Sharon will share trendy-savvy tips and mechanical techniques for perfecting circular wedding designs.





## GLFEE Sessions, Sunday, March 3, 2019

### \*HANDS-ON WORKSHOP Beyond the Tulle Pouf

Presented by Doug Bates AIFD, CF  
Sponsored by Mayesh  
Date: Sunday March 3, 2019  
Time: 8:00 a.m. - 10:00 a.m.  
Location: River Overlook A  
*Bring your own tools. Additional fee applies.*



Modern Body Flower Mechanics (and how to sell them)! Join the fun in this interactive hands-on class. Learn sound mechanics using some of the latest and greatest products available while we share simple how-to sales techniques, display ideas, and merchandising that help YOU earn MORE. You'll be equipped with the confidence to sell more profitable corsages and boutonnieres, and your streamlined processes will put more profit in your pocket.

### \*HANDS-ON WORKSHOP A Dozen Roses, a Dozen Ways

Presented by Matthew Blind  
Sponsored by Equiflor Rio Roses and Nordlie, Inc., a Kennicott company  
Date: Sunday, March 3, 2019  
Time: 8:00 a.m. - 10:00 a.m.  
Location: River Overlook B  
*Bring your own tools. Additional fee applies.*



This workshop will show you the many ways to sell a dozen roses. Learn how to be creative and quick making designs. Techniques will focus on simple upsells to improve your bottom line. Come learn a collar dozen roses and more with Matt.

### \*HANDS-ON WORKSHOP The Freeform Bouquet

Presented by Sharon McGukin AAF, AIFD, PFCI  
Sponsored by Smithers-Oasis  
Date: Sunday, March 3, 2019  
Time: 8:00 a.m. - 10:00 a.m.  
Location: River Overlook C  
*Bring your own tools. Additional fee applies.*



This hands-on design class will feature the popular freeform bouquet style today's brides are asking for. How can combining an armature with a bouquet holder make it easier to create an on trend bouquet? Sharon will guide you step-by-step while sharing the tips, trends and techniques necessary to create a well-designed bouquet. This class will be fun as well as functional. You wouldn't want to miss this chance to create your own bouquet.

### BUSINESS SESSION Gaining the Competitive Edge

Presented by Corrine Heck  
Sponsored by Details Flowers  
Date: Sunday, March 3, 2019  
Time: 9:00 a.m. - 10:15 a.m.  
Location: River Overlook E, F



#Community over Competition: Learn how to discuss pricing with your competitors; find out the benefits of creating relationships with those businesses down the street; discuss how to handle price shopping. This session will also cover educating brides on etiquette and relationships and setting boundaries with your clients and more.

### MAIN STAGE DESIGN SHOW Everyday Design Artistry

Presented by Hitomi Gilliam AIFD  
Sponsored by Teleflora  
Date: Sunday March 3, 2019  
Time: 10:30 a.m. to 11:30 a.m.  
Location: Steelcase ballroom B



Everyday design can be extraordinary!!! Hitomi, an expert in the business and art of floral design, will share simple tips and techniques to help you create outstanding everyday arrangements. Learn how to add creative artistry, sense of trend and style and profitability to everyday design.

### BUSINESS SESSION Instagram + Facebook x Canva = On Point Social Media

Presented by Aynsley Broom  
Sponsored by Flower Shop Network  
Date: Sunday, March 3, 2019  
Time: 10:30 a.m. - 11:30 a.m.  
Location: River Overlook E, F



This year we will take a more in-depth look at social media. Once you have the basics down for Facebook and Instagram, then it's time to take it a step further. Let's look at the insights that are given to you on these platforms and see what they mean, and how you can use them to make posts that have a purpose and speak to your audience. We will also take a closer look at the tool Canva and how you can use this resource to make posts. We ask that you sign up for the free Canva tool before coming to the class to allow you to follow along. We will start with a photo on a florist's website and how to use that photo to make a social post using Canva. Stop by Flower Shop Network's booth for a free social media consultation where we will take a look at your Facebook insights and advise you on when to post, what kind of content your customers respond to, and how to capitalize on your social media.

### MAIN STAGE DESIGN SHOW Trending to the Markets

Presented by Jackie Lacey AAF, AIFD, PFCI  
Sponsored by BloomNet/Floriology  
Date: Sunday, March 3, 2019  
Time: 1:00 p.m. - 2:00 p.m.  
Location: Steelcase Ballroom B



With the increase in need for market appeal on a broad base and being able to design for several generations, styles and taste, you have to learn to adapt each concept with ease. As we look at the trends and how they are interpreted, we will also look at how to adapt each design concept to fit the generational differences and have MASS appeal to seal the deal.

### BUSINESS SESSION Tired of Paying for All That Advertising??...

Presented by Shirley Lyons AAF, PFCI  
Sponsored by FloristWare  
Date: Sunday, March 3, 2019  
Time: 1:00 p.m. - 2:00 p.m.  
Location: River Overlook E, F



How to build your business through PR (basically for FREE!). Develop yourself as the local "authority" and media magnet on business, flowers, holidays, people and emotions. Learn how to identify ways to create "news hooks" in and for your business, create a 12 month floral related PR plan and become a reporter's go to resource all year long. See examples of sample press releases and how to take advantage of news and PR opportunities that can involve you and your business.

### BUSINESS SESSION Everyday Can Be a Win! The Foliage and Profit Marriage

Presented by Brooke Raulerson AIFD, CFD, FSM D  
Sponsored by Floral Greens Farmers of Florida  
Date: Sunday, March 3, 2019  
Time: 2:30 p.m. to 3:30 p.m.  
Location: River Overlook E, F



Do you wonder sometimes where all of your profits go? Your labor numbers are good, your fixed costs are in check, but for some reason you just are not getting there on your cost of goods. If so, this session is for you. Learn how to show off a trending design style and make more money in the process by using foliage as a tool.

### MAIN STAGE DESIGN SHOW Using the Internet and Floral Artistry to Grow Your Events

Presented by Randy Laipply and the Events By Ludema team  
Sponsored by Connie Duglin Linens  
Date: Sunday, March 3, 2019  
Time: 2:30 p.m. to 3:30 p.m.  
Location: Steelcase Ballroom B



Are you looking for new ways to enhance your shop's bottom line? Connie Duglin linens will be combined with beautiful floral arrangements from the Events By Ludema team in fabulous tablescapes that will present the latest trends in event flowers. Let Randy show you how flowers and linens can enhance special event business on your interactive website and how elegant finishings can make your profits grow. Show your clients what your shop can do.



## 2019 GLFEE Special Events Schedule

**March 1-3, 2019 • Amway Grand Plaza Hotel/Devos Place • Grand Rapids, MI**

Plan now to attend the exciting 2019 Great Lakes Floral & Event Expo. This year's Expo will present fresh new ideas and products. Business sessions, design spectaculars, and hands-on workshops will cover inspiring topics. In addition there will be ample opportunities to network with fellow florists and vendors.

Be sure to register early to save money and be eligible for a Plaza Dream one night stay at the five star Amway Plaza. Early registration forms must be in the MFA office by 5:00 p.m., January 31, 2019. You will automatically be entered in the Plaza Dream drawing.

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

### The 80s Friday Night Mixer & Mingle

Friday, March 1, 2019

7:00 p.m. - 9:00 p.m. • River Overlook Foyer • Hosted by Young Professionals

Welcome to Grand Rapids, Michigan, as we celebrate MFA's 99th anniversary. Rev it up at this retro 80s party! There will be music, games, dancing, food, beverages and fun. Come network with industry professionals and leaders. Wear your most comfy workout attire, sweatbands and all... Start the Expo with a Bang!!

### President's Reception and Banquet • Party Like it's 1999

Saturday, March 2, 2019

5:30 p.m. to 6:30 p.m. reception in the trade show • 6:45 p.m. banquet • Steelcase Ballroom B.

*Additional fees apply*

Saturday night at the President's Reception and Banquet, we will celebrate 99 years of Expo greatness. Our theme for the night is "Party like it is 1999!" No Y2K bugs to worry about here, just a room full of fun people, floral and good music. Come join us for an evening of fun where we will play off the Prince theme with a perfectly pleasing purple palate. During dinner, the Michigan Floral Association will present awards to the best of the best! Be there as the Design Contest Winners are announced and as the newest Certified Florist class of 2019 is inducted.

#### 2019 Floral Mastery Design Contest

The MFA Design Contest is the perfect opportunity to gain cash prizes and recognition for your design skills. For information contact contest chairman Doug Bates, AIFD, CF, at [dbvogts@yahoo.com](mailto:dbvogts@yahoo.com), (269) 625-4115. To download the complete design contest registration packet go to [www.michiganfloral.org](http://www.michiganfloral.org) or call the MFA office at (517) 575-0110. You must register by Friday, February 22, 2019.



#### Shop, Shop, Shop at the Trade Show Marketplace

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

#### Play the Floral Mastery "Event" Trade Fair Game!

Make this a "master floral event" visit to the Trade Fair. Visit each booth and answer questions to make you a floral master. Complete the game form and your entry will be entered into a drawing for a weekend pass to the 2020 Great Lakes Floral & Event Expo.

#### CF Showcase

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



#### AIFD Showcase

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



#### Floral Mastery Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds go to the MFA Scholarship Fund which provides scholarships to attend the Great Lakes Floral & Event Expo or to become a Certified Florist. In 2018 five scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is appreciated. **Saturday, 10:00 a.m. to 5:30 p.m., Sunday 11:00 a.m. to 2:30 p.m., Steelcase Ballroom A.**

#### MFA Annual Meeting

Network with your fellow MFA members and learn what the association plans for the future. Suggestions and ideas are always welcome. **Sunday, March 3, 2019, 12:00 p.m. to 12:30 p.m., Steelcase Ballroom B.**

#### GLFEE...A GREAT LEARNING EXPERIENCE!

Designer of the Year Contest, Business Sessions, Design Shows, Hands-on Workshops, Trade Show, we have it all. Register today and join your fellow florists in Grand Rapids!



## 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](http://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](http://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](mailto:dbvogts@yahoo.com) or call (269) 625-4115. To download a design contest packet visit [www.michiganfloral.org](http://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.

# 2019 GREAT LAKES FLORAL & EVENT EXPO



Color Key:  
 Business Sessions (Green) - 10  
 Hands-On Classes (Blue) - 8  
 Main Stage Shows (Red) - 7  
 Trade Show - (Purple)  
 \*Additional Fees Apply

## 2019 Great Lakes Floral & Event Expo Schedule at a Glance

### FRIDAY, MARCH 1, 2019

8:00 a.m.-10:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m.-4:30 p.m.	*Hands-On Workshop: Crash Course: Event Management from Selling to Design – Corrine Heck and Jason Rudicil (Details Flowers, MFF)	River Overlook A,B
10:00 a.m.-noon	*Business Sessions: Focusing on What Matters – Robbin Yelverton (DWF)	River Overlook E,F
12 noon-9:30 p.m.	Retail Store Open	Grand Gallery
1:30 p.m.-4:30 p.m.	*Success Tips for Owners and Managers Only – Tim Galea (Nordlie Inc., a Kennicott company)	River Overlook E,F
3:00 p.m.-5:45 p.m.	Design Contest Registration	Secchia Foyer
7:00 p.m.-8:00 p.m.	*Hands-On FFA Student CF Prep: Boho Chic Styling Exploring Floral Crowns – Molly Tiesma (DWF)	River Overlook A
7:00 p.m.-9:00 p.m.	Opening Mix and Mingle: "The 80s Night" by YPs	River Overlook Foyer

### SATURDAY, MARCH 2, 2019

7:30 a.m.-5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Social Foliage – Jackie Lacey (BloomNet/Floriology) *Hand -Tied Bouquets – Skeeter Parkhouse (Mayesh) *Midollino Artistry – Hitomi Gilliam (Teleflora)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
9:00 a.m.-10:00 a.m.	Business Session: Teamwork Makes the Dream Work – Kiersten Schulte, Adrien Harding (Eastern Floral and RSVP Events)	River Overlook E,F
10:00 a.m.-9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m.-5:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m.-4:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:15 a.m.-11:00 a.m.	Business Session: Tired of Paying for All That Advertising – Shirley Lyons (FloristWare)	River Overlook E,F
10:15 a.m.-11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off – Doug Bates (FloraCraft and MFF)	Steelcase Ballroom B
11:00 a.m.-11:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
11:30 a.m.-12:30 p.m.	Business Session: Sales to Design Bridging the Gap – Brenda Sterk and Megan Kassuba (Eastern Floral)	River Overlook E,F
11:30 a.m.-12:30 p.m.	Main Stage Design Show: Weddings, Woes and Wins – Brooke Raulerson (Floral Greens Farmers of Florida)	Steelcase Ballroom B
12:30 p.m.-1:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:30 p.m.-2:30 p.m.	Business Session: Treat Your Business Like a Car! – Shirley Lyons (FloristWare)	River Overlook E,F
1:30 p.m.-2:30 p.m.	Main Stage Design Show: The Evolution of Style Matthew Blind and Garrett Skupinski (Equiflor Rio Roses and Floral Today)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:30 p.m.-4:30 p.m.	Main Stage Design Show: Circles of Love – Sharon McGukin (Smithers-Oasis)	Steelcase Ballroom B
3:30 p.m.-4:30 p.m.	Business Session: Build, Brand, Bang – Allia Lewandowski (BloomNet/Floriology)	River Overlook E,F
5:30 p.m.-6:30 p.m.	"Party Like it's 1999" President's Reception (Trade Show floor)	Steelcase Ballroom A
6:45 p.m. - 9:00 p.m.	"Party Like it's 1999" Recognition and Awards Banquet	Steelcase Ballroom A

### SUNDAY MARCH 3, 2019

7:30 a.m.-5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Beyond the Tulle Pouf – Doug Bates (Mayesh) *Dozen Roses, a Dozen Ways – Matthew Blind (Equiflor Rio Roses and Nordlie Inc., a Kennicott company) *Freeform Bouquets – Sharon McGukin, (Smithers -Oasis)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
9:00 a.m.-10:15 a.m.	Business Session: Gaining the Competitive Edge – Corrine Heck (Details Flowers)	River Overlook E,F
10:00 a.m.-5:00 p.m.	Retail Store Open	Grand Gallery
10:30 a.m.-11:30 a.m.	Main Stage Design Show: Everyday Design Artistry – Hitomi Gilliam (Teleflora)	Steelcase Ballroom B
10:30 a.m.-11:30 a.m.	Business Session: Instagram + Facebook x Canva = On Point Social Media – Aynsley Broom (Flower Shop Network)	River Overlook E,F
11:00 a.m.-2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m.-12:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
12:00 p.m.-12:30 p.m.	MFA Annual Meeting	Steelcase Ballroom B
12:30 p.m.-1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:00 p.m.-2:00 p.m.	Main Stage Design Show: Trending to the Markets – Jackie Lacey (BloomNet/Floriology)	Steelcase Ballroom B
1:00 p.m.-2:00 p.m.	Business Session: Tired of Paying for All That Advertising? – Shirley Lyons (FloristWare)	River Overlook E,F
2:00 p.m.-2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m.	Raffle Closes Raffle (Open from 11:00 a.m. to 2:30 p.m.)	Steelcase Ballroom A
2:30 p.m.-3:30 p.m.	Main Stage Design Show: Using the Internet and Floral Artistry to Grow Your Events – Randy Laipply and the Events By Ludema team (Connie Duglin Linens)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Business Session: The Foliage and Profit Marriage – Brooke Raulerson (Floral Greens Farmers of Florida)	River Overlook E,F
3:30 p.m.	Tear Down/Move Out	

