

The Professional

Florist

Volume I 2019

MFA 2019 Great Lakes Floral & Event Expo "99 Years of Floral Mastery"

2019 WUMFA Annual Convention and Centennial Celebration

Scholarships Awarded

Designer Spotlight



MFA's 2019 Great Lakes Floral & Event Expo

March 1-3

DeVos Place, Grand Rapids, MI
See Page 6



2019 WUMFA Annual Convention & Centennial Celebration

March 29-31

Radisson Hotel and Conference
Green Bay Center, Green Bay, WI
See Page 21



DIAMOND AWARD
WINNING PUBLICATION






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The Professional

Florist



MichiganFloral
ASSOCIATION

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2019 GLFEE Chair

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JOIN US at the Amway Plaza Hotel/Devos Place
GRAND RAPIDS, MICHIGAN

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.

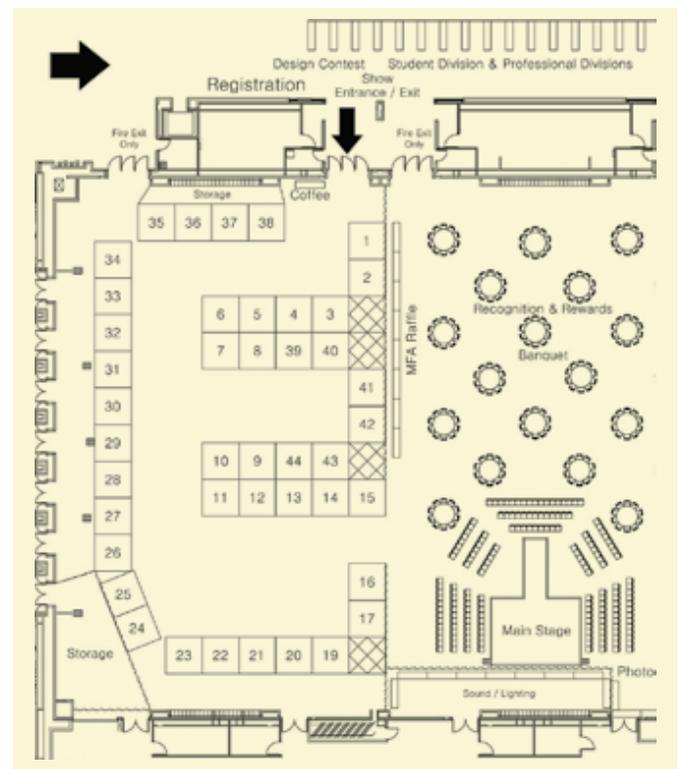
2018 Great Lakes Floral & Event Expo Facts

- ✿ 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!



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



Michigan Floral
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.

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



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.





GLFEE Sessions, Friday, March 1, 2019

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



***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, CF
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 Megen 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, FSM
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, centerpiece, 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 boutonnières, 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 collard 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
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.

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, (269) 625-4115. To download the complete design contest registration packet go to 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.

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.



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 Megen 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 Lajippy 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	

REGISTER ONLINE at www.michiganfloral.org • Call (517) 575-0110 with any questions.



Company Name: _____ Company Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Web Site: _____

E-mail: _____ Tax ID #: _____

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

MARCH 1-3, 2019

Limited seating is available for Design Workshops, and Saturday Evening Banquet. You will be contacted ONLY if the class or event is filled to capacity. **NO Confirmations will be sent.** To participate in the Design Workshops and other activities you MUST purchase a Flower Event Pass (four types available).

Save by registering your entire staff with the WEEKEND SHOP FLOWER EVENT PASS where all your employees can come!

**(Does not include any optional events)*



	Saturday Only*		Sunday Only*		Weekend Flower Event Pass*		Weekend Value Flower Event Pass		Weekend Shop Flower Event Pass*		OPTIONAL EVENTS							
	Student Weekend Flower Event Pass*	Entrance to Exhibits, Main Stage, and Business Education	Entrance to Exhibits, Main Stage, and Business Education	Entrance to Exhibits, Main Stage, and Business Education	Entrance to Exhibits, Main Stage, Business Education, and MFA Design Contest - Both Days	Entrance to Exhibits, Main Stage, Business Education, MFA Design Contest & Saturday Night Banquet	Weekend pass for as many employees as your shop wishes to bring	Business Session: Focusing on What Matters	Business Session: Successful Tips	All Day Hands-On Session: Crash Course: Event Management	Be There or Be Square! FFA Student Certification Floral Crowns	Friday	Saturday	Sunday				
Member before 1/31/19	\$30	\$75	\$75	\$99	\$174	\$600	\$50	\$50	\$179	\$25	Hands-On Session: Social Foliage	Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Midollino Artistry	Hands-On Session: Beyond the Tulle Pout	Hands-On Session: A Dozen Roses, a Dozen Ways	Hands-On Session: The Freeform Bouquet	TOTAL EVENTS	
Member after 1/31/19	\$35	\$95	\$95	\$149	\$224	\$650	\$75	\$75	\$279	\$45	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	TOTAL EVENTS	
Non-Member before 1/31/19	\$45	\$125	\$125	\$185	\$260	N/A	\$85	\$85	\$279	\$45	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	TOTAL EVENTS	
Non-Member before 1/31/19	\$50	\$150	\$150	\$225	\$300	N/A	\$85	\$85	\$279	\$45	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	Hands-On Session: Hands-On Session: Hand-Tied Bridal Bouquet	TOTAL EVENTS	
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Attach an extra sheet if more room is needed

Use your Credit Card (circle one)



Credit Card #: _____ Expiration Date: _____ Security Code: _____

Name on Card: _____ Signature: _____

Address: _____ City/State/ZIP: _____

Business Card and Tax ID required for registration.
 After Monday, February 25, 2019, bring registration and payment to the Expo for onsite registration.

REGISTER BY 1/31/19
For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

ALL FEES ARE STRICTLY NON-REFUNDABLE.

REGISTRATION TOTAL
 Check Credit Card

Stay the Weekend!
HOTEL RESERVATIONS: Reserve rooms online at www.michiganfloral.org or call the Amway Grand Plaza Hotel direct at (616) 776-6450, (800) 253-3590.
Special guaranteed rate of \$155.00 per night, single/double. Mention that you are with the Michigan Floral Association group block. Reservations must be made prior to 1/28/19.

Mail to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 If you want to fax please call (517) 575-0110 for Faxing instructions.

The Perfect Choice... a Spiral Hand-Tied Bouquet!

BY LISA VANDERMEER

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

I'm not the kind of designer that's going to wow you with my reinvention of the wheel. Other designers can knock your socks off with something outside the box but that's just not me. For this Designer Spotlight I was thinking about what I could do for a designer's choice arrangement and really nothing could be more "ME" than a spiral hand-tied bouquet. If you or your staff don't know how to spiral hand-tie, you should learn or teach them. It's a great technique to have. I'm not just talking about wedding bouquets or quick arrangements to drop in a vase; I'm also talking about the customer that comes into the shop and just picks out loose flowers. By giving their flower choices a quick spiral it looks more professional than a grocery bunch and will keep them coming back with that personal touch. This arrangement was made with what I had left on my design bench: coral gerbera daisies, dark blue delphinium, Pink Floyd roses, purple stock, yellow craspedia and lavender wax flower. I finished off the stems with a swirl of Oasis® aluminum wire and... tada, a hand-tied bouquet that will keep your customer coming back time and time again. ✿



Sponsored by



*Nordlie Floral, Inc. of
Warren, Grandville,
Cleveland,
Dayton, OH; Tampa, FL*

The Savings Are Piling Up

\$35 Million

Returned to Members Since 1993

\$4.1 Million

2018 Return to Members



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Six Awarded Scholarships

The Michigan Floral Association's scholarship committee has awarded scholarships to the following individuals, allowing them to further their floral education: Tara Bunker, St. Ignace in Bloom, St. Ignace, MI; Lisa Farquhar, Emerald City Designs, Farmington Hills, MI; Elisha Hodge, Plumeria LLC, Battle Creek, MI; Molly Huebner, Wild Daisy Floral Designs, Kingsley, MI and Ashley Minkowski, Vogt's Flowers, Flint, MI.

In addition, every year the Colleen Currier-Hart Memorial Scholarship Fund, through the Charlevoix County Community Foundation, gives the Michigan Floral Foundation a designated dollar amount to award to recipients working toward becoming a Certified Florist. Chosen to receive the award this year were Tara Bunker, Molly Huebner, and Susie McGeorge, Petoskey, MI.

The Michigan Floral Foundation scholarships can be used at the Great Lakes Floral & Event Expo, for hands-on classes, or to purchase the Certified Florist program. The winner must use the scholarship by December 31, 2019. Unused scholarships will be rolled back into the program. The MFF program has awarded more than \$48,000 since 2002.

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

If you would like to see your name as a recipient, simply apply or have your employer help you apply. All scholarship requests are reviewed and considered by the committee.

Eligibility Requirements: Applicants must be employed and working in the floriculture industry or show proof of

enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals that relate to the industry.

How to Apply: Download a complete scholarship application at www.michiganfloral.org, click on the "MFA Scholarship" in the menu bar, or call the MFA office at (517) 575-0110. The completed application is due by June 30, 2019.

Announcement of the Award: Letters will be mailed to the winners and their names will be published in *The Professional Florist* magazine. The scholarship grant goes directly to the MFA office in the applicant's name. ✿



Elisha Hodge



Lisa Farquhar



Ashley Minkowski



Molly Huebner



Susan McGeorge



Tara Bunker

INDUSTRY INFO

Teleflora Unveils New Selection Guide

Teleflora has unveiled its new Floral Selection Guide featuring the latest trends and innovations in floral arrangements. Backed by more than two years of research and extensive florist involvement, the new guide focuses on what matters most to partner florists, and for the first time offers a fully digital version available as a mobile app and online e-book.

Over 300 floral arrangements are showcased along with a wide variety of completely new designs and significant developments, including re-imagined aesthetics that offer a freer, more organic feel and updated bouquet recipes. For more information, call 1-800-421-2815 or visit <https://www.myteleflora.com/teleflora-member-benefits.aspx>.

Floral Underground Celebrates 10 years

Floral Underground in Traverse City, Michigan celebrated its 10 year anniversary in 2018. Owner Derek Woodruff AIFD, CF, PFCI, noted: "It has been an amazing decade with all kinds of transitions, successes, struggles, changes and everything else that comes along with owning a business. And guess what... we can't wait for more!"

The business also moved to a new address, 1126 Barlow St, Suite 3A, in the Tru Fit Trouser building.

My Mother's Bloomers Best Flower Shop Winner

For the second year in a row, My Mother's Bloomers has been chosen the best flower shop in Halifax, Nova Scotia. Owner Neville Mackay, CAFA, PFCI, WFC, and his staff were the winners in the 24th annual Best of Halifax readers choice awards poll conducted by *The Coast* newspaper. The poll, voted on by over 35,800 participants covered a variety of businesses including food and drink, shopping and services, and music.

Shirley Lyons Receives Tom Butler Award

Shirley Lyons, former owner of Dandelions Flowers & Gifts, Eugene, Oregon, was the recipient of the fourth annual Tom Butler "Floral Retailer of the Year" award. The award recognizes a retail florist and Teleflora member that best exemplifies the legacy of Teleflora's former Chairman, Tom Butler.

Lyons' efforts within her local community and the floral industry include being the first woman to serve as the president of the Society of American Florists milestone and first woman chairman of the SAF board.

She also has been recognized as "Business Woman of the Year" by the Eugene Chamber of Commerce.



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Rossford, OH 43460
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Everything Old Is New Again... DESIGN TIP The Cascade Bouquet

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

We are starting to see new trends in wedding flowers and design, thank goodness! You can only do so many babies breath bouquets before you can do them in your sleep. Vintage weddings with all the mason jars and burlap with lace are slowly fading into the background. Who isn't ready for them to be gone?!

Just as we say out with the old and in with the new, the new is showing up. Not really "new", the cascading bouquet has been around for forever. A new style of cascading bouquet with lots of greens and long hanging tails are what we are seeing as opposed to the tight floral tail hanging on a cascading bouquet from the 80s. Or the elephant trunk as we used to call them.

To make sure that the floral trails and tails do not fall out of your bouquet and onto the aisle, here are a few tricks that I learned years ago.

When making your cascading bouquet, place the flowers you want in the bouquet holder, take a can of Flora Lock, spray on the bouquet holder and lock the flowers in place so that nothing falls out.

To ensure the trails and the tails don't fall out, take a small wired pick and attach it to the stem of the flower that you

want to add to your bouquet. The reason we do this is that the wooden pick will swell when it gets wet in the Oasis® bouquet holder, and the wired pick will hold the flower in place assuring that it will not slide out. Only do this for the longest heaviest flowers. After you are done adding the flowers with the wired picks make sure you lock them in place with a bit of Flora Lock, taking care to hold the nozzle close to the foam. Spray carefully so as not to cause drip. ✿



FloraCraft Sponsors Three CF Scholarships

Three full Certified Florist scholarships have been awarded to Kaylee Griumshaw, Vogt's Flowers, Flint, MI; Lisa VanderMeer, Ludemas Floral and Garden, Grand Rapids, MI, and Diana Waara, Vogt's Flowers, Flint, MI.

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

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

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

For more information visit www.michiganfloral.org. ✿



Diana Waara



Lisa VanderMeer



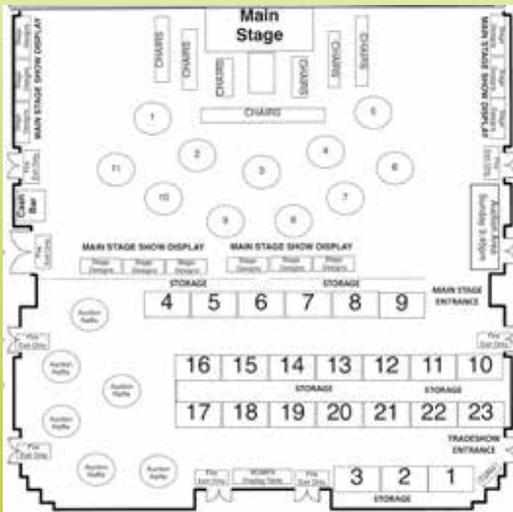
Kaylee Grimshaw

HELP US CELEBRATE
OUR CENTENNIAL!



"FIRED UP"
2019 Annual Convention
March 29-31

Radisson Hotel & Conference Center • Green Bay, Wisconsin



- * Opening Reception
- * Celebration Party
- * Uninterrupted Trade Show Shopping
- * Best Booth Award



EXHIBITORS: Don't wait, sign up today!

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.



Let's Get This 100th Birthday Party Started!

BY RHONDA DEAVER WUMFA CONVENTION CHAIRMAN



It's not every day you get to celebrate a 100th birthday...so when the occasion comes along, do it right.

Prepare to be Fired Up for the WUMFA 2019 annual convention, March 29-31, in Green Bay, where you'll find a mind-blowing bevy of great ideas for your business and a centennial celebration of epic proportions.

Yes, 2019 marks the 100th anniversary of WUMFA's founding. Where did the time go? You might find yourself asking the same question after enjoying a wildly fulfilling weekend of learning, sharing, growing, and having fun with your floral family.

The convention theme is Celebrating the Past, Fired Up for the Future. A lineup of dynamic business sessions and a "roaring" anniversary party, will leave you reminiscing about the great time you had and eager to put your new knowledge to work.

What's planned for the convention? Prepare to be dazzled.

Business ideas? Try Getting Your Team to Grow with Melissa Maas CFD, or Treat Your Business Like Your Car! with Shirley Lyons AAF, PFCI.

Hands-on sessions? They've never been better. Friday's all-day program has a team of amazing teachers (Corrine Heck, Rhonda Deaver and Jennifer Beitbach) detailing how to plan and execute a large-scale event.

If someone with basic knowledge is ready to up their game, consider Jane Edwards AIFD your Lombardiesque Saturday coach. And Sunday Kevin Ylvisaker AIFD, PFCI, well, no more need be said.

The main stage design shows are a power-packed lineup: Lori List AIFD, Kelly Harnish AIFD, Kevin Ylvisaker (again!), Lisa Belisle, AIFD, ICPF, and Jessica Zimmerman will inspire and impress with hands-on ideas that you can put to work.

A party? Oh yes. Saturday's Centennial Gala Awards Banquet promises a "roaring" good time. Start digging around (or shopping) for vintage hats and 1920s attire. You could win great prizes for displaying your centennial style.

Interested? I hope so ... in fact, get fired up! Now go mark your calendar, March 29-31, 2019.

P.S. Join me on Friday at 7:00 p.m. for some Pre-Game Social right before the Chopped fun begins! 🌸

2019 WUMFA Design Presenters



JENNIFER BEITBACH has been involved in the WUMFA convention and the Teleflora Wisconsin Upper Michigan Unit programs for two years. She has also assisted with WUMFA's FFA program. She has been in the floral industry for 12 years and currently she works at Snapdragon

Flowers as the main designer.



JANE EDWARDS, AIFD has been in the floral industry for 43 years. Her education began at Gateway Technical College and after that she took classes with Phil Rulloda. She started a student chapter of SAIFD at Gateway Technical College and currently is an advisor to the chapter. She has

been teaching at Gateway for the past 20 years. She has designed at many wholesale shows, state fairs, women's clubs, garden clubs and schools and is also a freelance designer.



LORIANN LIST AIFD has been in the business of floral design for 30 years. With a background in interior design, her floral design skills were fine tuned by WUMFA's master design classes and she went on to receive her Master Florist pin. She has been inducted into

the WUMFA Hall of Fame and Academy of Floral Design and also is a former WUMFA president. Lori and her husband Karl own Wanta's Floral and Gift in Clintonville and are recipients of the Small Business of the Year by the Chamber of Commerce.

Don't miss the Exciting Ikebana Exhibition...see page 24.



LISA BELISLE AIFD, ICPF is the owner and instructor at Flora Elements Education and Design. During the last 20 years she has participated in every part of the floral industry including management, wholesale flower sales, exporting New Zealand-grown flowers, coordinating shipping, and owning her

own business. Today, she is interested in continuing her own education and teaching beginner floral design. Her style is adaptive, and she loves to create pieces infused with Mother Nature with compelling earth elements and lines.



KELLY HARNISH, AIFD managed a fresh flower shop for 23 years before becoming the owner of Splurge Inc. in 2008. Her store in the Madison, Wisconsin, area features gifts and silk botanical designs. She also served as a new products designer for two

factories in China for seven years.



ALEX JACKSON AAF, AIFD, PFCI started working in a retail flower shop at age 17. As a Teleflora Education Specialist, he has presented a wide variety of design programs throughout the United States. His artistry has been seen in a variety of publications as well as at the White House, Oscars, Super

Bowl and numerous other events. After a two-year career as a middle-school teacher, he re-entered the retail and wholesale floral industry. He is currently the owner of Happy Canyon Flowers and Bunches Flower Markets in Denver.



KEVIN YLVISAKER AIFD, PFCI, KLY Floral International, has worked in the floral industry for more than forty years. He is a freelance designer offering design shows, trend consulting and personal tutored in store design programs. He also serves as an OASIS®

Floral Products' Design Director, Teleflora Education Specialist, and was a past president of both WUMFA and AIFD. Nationally he has designed and judged across the country and presented international design programs and taught classes around the world.



RHONDA DEAVER has been involved with the WUMFA convention for the last seven years and will serve as chair of this year's centennial convention after having been vice chair in 2018. She is the owner of Snapdragon Flowers in Elm Grove, Wisconsin, and a member of the Teleflora Wisconsin Upper Michigan Unit where she held the position of treasurer for two years.



MIKE HOMYAK has years of experience marketing to the retail florist industry. He began his career in 1994 working for Designer Dispatch Ribbon and in 2008 went to work for Reliant Ribbon, Bows & Trims. In 2013 he was promoted to Reliant's director of sales systems. He covers seven states including Wisconsin, Upper Michigan, Minnesota, North and South Dakota, Nebraska and Iowa. He has received numerous award for top sales in his field.



Laurie Wareham is a Certified Ichiyo Instructor and Ichiyo Junior Master from The Ichiyo School of Ikebana, Tokyo, Japan. She has a BS degree from UW Madison in retailing and apparel design and AAS degree from the Fashion Institute of Technology in New York. She is on the board of the Wisconsin & Upper Michigan Florists Association and The Milwaukee Art Museum Garden Club. She has done many demonstrations and workshops in the Milwaukee community.



JESSICA ZIMMERMAN is a wedding planner, floral designer and founder of Zimmerman Education, a floral design business education company specializing in teaching the exact systems, sales processes and other tools and techniques necessary to create successful six-figure floral design

businesses and earn a living from flowers without giving up your life. Named a top wedding planner by *Southern Living* magazine, her wedding and floral work has been featured in *PEOPLE* magazine, *Once Wed*, *Cottage Hill* and *Style Me Pretty*, among others.



**DON'T MISS SUNDAY'S FINALE
WITH INTERNATIONALLY KNOWN SPEAKER
JESSICA ZIMMERMAN.**

Be at this Main Stage Design Show to learn how to build a successful business.

2019 WUMFA Business Presenters



THE DETAILS FLOWERS TEAM, from left, Amanda Beaver, Corrine Heck, Samantha Roy, and Linda Hunt, will be on hand to show you training tips on how to launch your floral event design business.

Samantha Roy client success manager and sales director, has been designing weddings in Central Florida for nearly 10 years. Amanda Beaver, Details education director, has a background in management and design.



GORDIE and TAMI GASCH own Brilliant Blooms in Brillion Wisconsin. They opened their store in 2015 and have enjoyed learning and growing in the floral industry.



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.



MELISSA MAAS CFD, owner of Bank of Flowers, Menomonee Falls and Pewaukee, Wisconsin, regularly designs floral arrangements featured in bridal and floral industry magazines. She has served as president of the Wisconsin Teleflora Unit board and as a director of the Wisconsin and Upper Michigan Florists Association. She also has been honored as WUMFA Young Person of The Year and received the Small Business of the Year Award from the Pewaukee Chamber of Commerce. Each year she organizes free flowers to veterans at the Milwaukee VA Hospital and local nursing homes.



Roaring 1920's Centennial Gala Awards Banquet!

Saturday Evening - March 30, 2019

- 6:00 p.m.-7:00 p.m.** Networking and Treasure Hunt Reception!
- 7:00 p.m.-8:00 p.m.** Memories of the Past, Stories to Share!
- 8:00 p.m.-10:00 p.m.** Gala Banquet Dinner, Awards, Recognitions!

Flapper Knickers Costumes! 100th Anniversary Cake! Decorated Vintage Hat Contest! Music and Dancing!

- Receive one ticket for wearing 1920s attire!
- One ticket for wearing a decorated Vintage Hat!
- Tickets will drawn for prizes just for wearing 1920s attire!
- A "People's Choice" prize will be given for the best Decorated Vintage Gentlemen and Ladies Hat!
- Roaring 1920s attire encouraged (but not required!)

All vendors, attendees, and guests are welcome to participate!

Sponsored by WUMFA and WFF



1. A group of past presidents from the 1960s.
2. Pictured on the left is Stan Foll, executive director for WUMFA, in the 1960s.
3. A workshop classroom during a convention from the late 1990s.
4. A design show from the 1950s in Appleton, back when crepe paper decorated ceilings were all the rage.
5. Kristine Klausen wearing a decorated bridal hat from an earlier convention about 10 years ago.
6. Mad Hatter decorated hat contest at the 2016 convention.

Color Key:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Shows (Red)

*Additional Fees Apply

2019 WUMFA Convention Sessions



Friday, March 29, 2019

BE SURE NOT TO MISS THIS EXCITING ALL DAY HANDS-ON WORKSHOP

*Crash Course: Event Management from Selling to Design

Presented by Jennifer Beitbach, Rhonda Deaver and Details Design Team

Sponsored by Details Flowers

Date: Friday, March 29, 2019 • Time: 9:30 a.m. to 4:30 p.m.

Location: Huron

*Bring your tools. Additional fee applies.



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

Students will participate in a full day of Event Management with strong focus on budget, pricing, event management, sales techniques, forecasting and ordering.

This section 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 attendees also will design the decor 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.

BUSINESS SESSION

Fertilizing: Getting Your Team to Grow

Presented by Melissa Maas, CFD

Sponsored by Bank of Flowers

Date: Friday, March 29, 2019 • Time: 4:30 p.m. to 5:30 p.m.

Location: Wolf

Learn how to create systems for training new team members, on going training for new sprouts and mature plants, and taking your excited team to the next level. Setting up systems so your team knows how to do the job when you are not there and ways to get the team moving as one. This program is perfect for team members, managers and shop owners.



BUSINESS SESSION

Pre-Game Social

Presented by Rhonda Deaver

Sponsored by Snapdragon Flowers

Date: Friday, March 29, 2019 • Time: 7:00 p.m. to 8:00 p.m.

Location: Wolf

This is a great chance to network with your fellow industry members before the exciting Chopped program. Come to the pre-game social and have fun!

CHOPPED - FLORAL STYLE

Date: Friday, March 29, 2019 • Time: 8:00 p.m. to 9:30 p.m.

Location: Wolf

You've seen the Food Network show Chopped, now come see the WUMFA show Chopped - Floral Style. Join us for a fun evening and watch as former WUMFA presidents compete to be the Chopped Champion. In each round, contestants will receive a "basket" of florals and supplies and transform them into beautiful works of art before your eyes. Cheer on your favorites as we kick off a fun convention weekend!

Saturday, March 30, 2019

*HANDS-ON WORKSHOP

Contemporary Wedding Bouquets

Presented by Alex Jackson AAF, AIFD, PFCI

Sponsored by Teleflora

Date: Saturday, March 30, 2019 • Time: 8:00 a.m. to 10:00 a.m.

Location: Huron

*Bring your tools. Additional fee applies.

Modern weddings and brides call for an updated twist on the usual. Study and create a beautiful and contemporary wedding bouquet featuring the latest European tricks and techniques. This class will expand on some of the design techniques learned in the hands-on class from last year...adding more gorgeous blooms to a modern and structural armature. Bring your creativity and your attention to detail for a great collaborative hands-on design class.



BUSINESS SESSION

Pruning: How to Make a Stronger Team

Presented by Melissa Maas, CFD

Sponsored by Bank of Flowers

Date: Saturday, March 30, 2019 • Time: 8:00 a.m. to 8:45 a.m.

Location: Wolf

What is your culture like? Learn the importance of your vision, shop goals, team building, and on going education for everyone in the shop. Creating a handbook and laying out expectations. Whether you are a team of two or 30, this is for you!



BUSINESS SESSION

Talking Shop with the Wisconsin Funeral Directors Association

Commentated by Tami and Gordie Gasch

Sponsored by Brilliant Blooms and WFDA

Date: Saturday March 30, 2019 • Time: 9:00 a.m. to 10:00 a.m.

Location: Wolf

Funeral sales are a large part of most shop's business plans. This industry is also seeing a lot of change. Come interact with a panel of funeral directors from the Wisconsin Funeral Directors Association to learn more about what they are seeing as trends in funerals, and how you can be prepared to help your sales grow.



MAIN STAGE DESIGN SHOW

Making More Green By Making the Upgrade Ideas for Instant Impact

Presented by Kelly Harnish AIFD, Lori List AIFD

and Mike Homyak

Sponsored by Reliant Ribbon

Date: Saturday March 30, 2019 • Time: 10:15 a.m. to 11:15 a.m.

Location: Wolf

Who doesn't like to get more? From small budget to lavish big impact designs, get ready for an inspirational program filled with quick and clever ideas. Upsell with embellishments and add-ons. Personalize designs with Reliant Ribbon and floral accessories. You will most certainly be entertained by a multi-generation industry professional sharing travel stories selling floral supplies.



MAIN STAGE DESIGN SHOW

Designing for Today's Market

Presented by Kevin Ylvisaker AIFD, PFCI

Sponsored by Smithers-Oasis

Date: Saturday, March 30 • Time: 12:30 p.m. to 1:30 p.m.

Location: Wolf

Join Kevin as he shows you how to stand out in today's market by creating a signature style. The focus will be on biodegradable, recyclable and sustainable designs. You'll see how easy it is to reach today's earth aware customer. New spring products from Smithers-Oasis will be featured in this upbeat program.



*HANDS-ON WORKSHOP

The Twisted Art of Body Flowers

Presented by Jane Edwards AIFD

Sponsored by WUMFA

Date: Saturday, March 30, 2019 • Time: 1:30 p.m. to 3:30 p.m.

Location: Huron

*Bring your tools. Additional fee applies.

This class will get you fired up as you explore new techniques and twists in creating unique body flowers. The emphasis is on time saving techniques, profitability and creativity. Come see what glue can do for you.



BUSINESS SESSION

Treat Your Business Like Your Car!

Presented by Shirley Lyons AAF, PFCI

Sponsored by FloristWare

Date: Saturday, March 30, 2019 • Time: 1:45 p.m. to 2:45 p.m.

Location: Wolf

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.





2019 WUMFA Convention Sessions

MAIN STAGE DESIGN SHOW WUMFA Design Contest Run Off

Commentated by Lisa Belisle AIFD, ICPF
Sponsored by WFF
Date: Saturday, March 30, 2019 • Time: 3:45 p.m. to 4:30 p.m.
Location: Wolf

Watch this exciting competition where the top three floral designers from the professional division will compete head to head. The designer who gets the most people choice votes wins \$300, and the title of 2019 WUMFA Professional Division Winner. The winner will be required to compete against all winners of the Home and Garden shows throughout the winter. Five to six winners will compete at Wisconsin State Fair Grounds. The winner will receive a plaque and \$1,500.

Sunday, March 31, 2019

*HANDS-ON WORKSHOP Spring Trends

Presented by Kevin Ylvisaker AIFD, PFCI
Sponsored by Smithers-Oasis
Date: Sunday, March 31, 2019 • Time: 8:00 a.m. to 10:00 a.m.
Location: Huron

**Bring your tools. Additional fee applies.*

In this fun-filled workshop, learn to how to create exciting innovative spring designs for all kinds of occasions including Easter, Mother's Day, parties, weddings and more. Kevin will help you create two floral arrangements using the latest design techniques. All new products from Smithers-Oasis will be incorporated into this program.

MAIN STAGE DESIGN SHOW Fusing Tropical with Design

Presented by Lisa Belisle AIFD, ICPF
Sponsored by EC Flowers and More and Flora Elements
Date: Sunday, March 31, 2019 Time: 8:00 a.m. to 9:00 a.m.
Location: Wolf

Tropical flowers to this day are still perceived as an extravagant and untouchable item in our shop or studio. Let Lisa walk you through a tropical paradise and show you how to buy with savvy and how to use proper care and handling to ensure longevity. Learn how to fuse tropical flowers with our bread and butter basics while making a good profit margin. Walk through a lush paradise of designs that you can take back and implement in your store.

BUSINESS SESSION

Tired of Paying for All That Advertising??

Presented by Shirley Lyons AAF, PFCI
Sponsored by FloristWare
Date: Sunday, March 31, 2019 Time: 9:10 a.m. to 10:10 a.m.
Location: Wolf

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 Gaining the Competitive Edge

Presented by Details Flowers Team
Sponsored by Details Flowers
Date: Sunday, March 31, 2019 Time: 10:15 a.m. to 11:15 a.m.
Location: Wolf

#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 Here Comes the Bride!!

Presented by Alex Jackson AAF, AIFD, PFCI
Sponsored by Teleflora
Date: Sunday March 31, 2019 Time: 11:30 a.m. to 12:30 p.m.
Location: Wolf

Let's journey together building a special wedding day for every budget. Alex will demonstrate how to sell, create and produce a wedding that will be perfect for each bride. He will present designs for a romantic wedding: the bouquets, the venue and don't forget the after-party.

MAIN STAGE DESIGN SHOW Success Is a Mindset

Presented by Jessica Zimmerman
Sponsored by WFF
Date: Sunday March 31, 2019 Time: 2:30 p.m. to 3:30 p.m.
Location: Wolf

Learn from one of the industry's top wedding professionals, Jessica Zimmerman, author of her signature course, The Business Behind the Blooms, who has taught around the world. Jessica is often asked questions like, "How do you get so much done in a day?" or "How did you become successful?". She will answer these questions and more during her "Success is a Mindset" seminar while also demonstrating her unique floral techniques and perspective on creating beautiful arrangements. You'll learn there is a lot that goes into building something successful, but it all starts with your mindset.



IKEBANA EXHIBITION

Friendship Thru Flowers: The Ikebana Way

Presented by Laurie Wareham, certified Ikebana instructor and junior master
Sponsored by The Ichiyo School of Ikebana, Tokyo, Japan
Location: Great Lakes Complex Foyer

Friday, March 29, 2019, opens 3:00 p.m., Saturday, March 30, 2019, opens 8:00 a.m.; Sunday, March 31, 2019, opens 8:00 a.m.

Ikebana is a type of Japanese art. It is often used as a period of spiritual reflection on oneself and to reflect in association with nature and the beauty of the shapes of the flowers.



WUMFA would like to thank our fine convention sponsors!



The Ichiyo School of Ikebana
Tokyo, Japan



Wisconsin Florist
Foundation



Sponsored by



Wisconsin Florist
Foundation

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 DIVISION · 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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2019 WUMFA CONVENTION SCHEDULE AT A GLANCE

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

FRIDAY, MARCH 29, 2019

9:00 a.m.-8:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:30 a.m.-4:30 p.m.	*All Day Hands-On Session Crash Course: Event Management from Selling to Design Jennifer Beitbach, Rhonda Deaver, Details Flowers Team Sponsored by Details Flowers	Huron
3:00 p.m.	Ikebana Exhibition: Laurie Wareham Sponsored by The Ichiyo School of Ikebana	Great Lakes Complex Foyer
4:30 p.m.-5:30 p.m.	Business Session: Fertilizing: Getting Your Team to Grow Melissa Maas Sponsored by Bank of Flowers	Wolf
6:00 p.m.-8:00 p.m.	Trade Show Reception	Turtle/Bear
7:00 p.m.-8:00 p.m.	Business Session: Pre-Game Social Rhonda Deaver Sponsored by Snapdragon Flowers	Wolf
8:00 p.m.-9:30 p.m.	Main Stage Design Show Chopped	Wolf

SATURDAY, MARCH 30, 2019

7:30 a.m.-5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
7:30 a.m.-6:00 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m.-11:30 a.m.	Design Contest Registration	Entrance Three Clans Ballroom
8:00 a.m.-6:00 p.m.	Raffle Open	Turtle/Bear/Wolf
8:00 a.m.	Ikebana Exhibition: Laurie Wareham Sponsored by The Ichiyo School of Ikebana	Great Lakes Complex Foyer
8:00 a.m.-10:00 a.m.	*Hands On Session Contemporary Wedding Bouquets Alex Jackson Sponsored by Teleflora	Huron
8:00 a.m.-8:45 a.m.	Business Session Pruning: How to Make a Stronger Team Melissa Maas Sponsored by Bank of Flowers	Wolf
8:00 a.m.-6:30 p.m.	Raffle Open	Turtle/Bear/Wolf
9:00 a.m.-10:00 a.m.	Business Session Talking Shop with the Wisconsin Funeral Directors Association Commentated by Tami and Gordie Gasch Sponsored by Brilliant Blooms and WFDA	Wolf
10:15 a.m.-11:15 a.m.	Business Session Making More Green by Making the Upgrade Lori List, Kelly Harnish, Mike Homyak Sponsored by Reliant Ribbon	Wolf
11:15 a.m.-12:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
12:30 p.m.-1:30 p.m.	Main Stage Design Show Designing for Today's Market Kevin Ylvisaker Sponsored by Smithers-Oasis	Wolf
1:30 p.m.-3:30 p.m.	*Hands-On Session The Twisted Art of Body Flowers Jane Edwards Sponsored by WUMFA	Huron
1:45 p.m.-2:45 p.m.	Business Session Treat Your Business Like a Car! Shirley Lyons Sponsored by FloristWare	Wolf

2:00 p.m.-6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
2:45 p.m.-3:45 p.m.	Trade Show Only Shopping Time	Turtle/Bear
3:45 p.m.-4:30 p.m.	Main Stage Design Show The Professional Designer of the Year Runoff Commentated by Lisa Belisle Sponsored by WFF	Wolf
6:00 p.m.-7:00 p.m.	Networking Treasure Hunt Reception <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>	Grand Council South
7:00 p.m.-8:00 p.m.	Memoirs of the Past Stories to Share <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>	Grand Council South
8:00 p.m.-10:00 p.m.	*Centennial Gala Awards Banquet <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>	Grand Council South
10:00 p.m.-12:00 a.m.	Entertainment and Dancing <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>	Grand Council South

SUNDAY, MARCH 31, 2019

7:30 a.m.-4:30 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
7:30 a.m.-12:30 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m.-3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:00 a.m.-3:00 p.m.	Raffle Open	Turtle/Bear/Wolf
8:00 a.m.	Ikebana Exhibition: Laurie Wareham Sponsored by The Ichiyo School of Ikebana	Great Lakes Complex Foyer
8:00 a.m.-10:00 a.m.	*Hands-On Session Spring Trends Kevin Ylvisaker Sponsored by Smithers-Oasis	Huron
8:00 a.m.-9:00 a.m.	Main Stage Design Show Fusing Tropical With Design Lisa Belisle Sponsored by EC Flowers and More and Flora Elements	Wolf
9:10 a.m.-10:10 a.m.	Business Session Tired of Paying for All That Advertising Shirley Lyons Sponsored by FloristWare	Wolf
10:15 a.m.-11:15 a.m.	Business Session Gaining the Competitive Edge Details Flowers Team Sponsored by Details Flowers	Wolf
11:30 a.m.-12:30 p.m.	Main Stage Design Show Here Comes the Bride Alex Jackson Sponsored by Teleflora	Wolf
11:30 a.m.-12:30 p.m.	Trade Show Shopping Time	Turtle/Bear
12:30 p.m.-1:30 p.m.	Annual Meeting, Lunch Served <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>	Grand Council South
1:30 p.m.-2:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:30 p.m.-3:30 p.m.	Main Stage Design Show Success is a Mindset Jessica Zimmerman Sponsored by WFF	Wolf
2:30 p.m.	Trade Show Closes	Turtle/Bear
3:00 p.m.	Raffle Closes	Turtle/Bear/Wolf
3:30 p.m.	Raffle Winners Available	Turtle/Bear/Wolf
3:45 p.m.-4:15 p.m.	Auction	Wolf

WUMFA



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Enter the Wisconsin Professional Designer of the Year Contest!

The Wisconsin and Upper Michigan Florists Association and the Wisconsin Florist Foundation will showcase their members in 2019 at a statewide floral design competition. Three professional florists from each group will compete on stage for 1.5 hours designing three items. The contest will be judged in a People's Choice vote.

Designers will have the opportunity to not only win a \$300 cash prize but move on to the next round at the Wisconsin State Fair for a \$1,500 prize which can be used to attend the Sylvia Cup competition at the 2019 SAF Conference. Please contact Lisa to enter your name at lisa@floraelements.com.

PARTICIPATION LOCATIONS ARE:

- January 5:** Appleton Home Expo
- February 16:** Madison Home Expo
- March 16:** Green Bay Home and Garden
- March 30:** WUMFA Convention (must enter all three professional divisions)

WUMFA EDUCATION

Two Ways to Make a Sideways Cascade

Instructor: Lisa Belisle AIFD, ICPF
Price: \$35.00 Member \$55.00 Non-Member
Time: 6:00 p.m. - 8:00 p.m.

The Cascade Bridal Bouquet is back! Florists now have the opportunity to show the bride their creativity. If there's any bouquet that speaks to why a bride should hire a florist instead of attempting a DIY, the cascade is it. This time around there is a new spin on the cascade bridal that can be accomplished in one of two ways: a horizontal with an organic feel, or an asymmetrical look that crosses the body from shoulder to hip. Two completely different mechanics and techniques are required to accomplish this. Lisa will guide you through both types of bouquets using some of the freshest seasonal flowers.

DATES AND LOCATIONS:

- Tuesday, February 19,** Bill Doran Company, 4710 Pflaum Rd., Madison, WI
- Wednesday, February 20,** Bill Doran Company, 1739 W. St. Paul Ave., Milwaukee, WI
- Thursday, February 21,** Bill Doran Company, 1255 Bellevue St., Green Bay, WI
- Tuesday, April 23, Krueger Wholesale,** 10706 Tesch Lane, Rothschild, WI
- Wednesday, April 24, Koehler and Dramm,** 2407 E Hennepin Ave, Minneapolis, MN
(Note: Minneapolis Show Price is \$55.00 Member \$75.00 Non-Member)

Linear Design

Instructor: Lisa Belisle AIFD, ICPF
Price: \$35.00 Member \$55.00 Non-Member
Time: 6:00 p.m. to 8:00 p.m.

Learn the basics of linear design. This class is intended for students, employees, and management looking for a way to teach linear design to new employees. Lisa will go over flower types that are best suited for linear arrangements, static and dynamic lines, and how to embellish a sleek modern design. This is a hands-on class and you will make a vertical and horizontal design to take home.

DATES AND LOCATION:

- Thursday, April 25,** Chippewa Valley Technical College, 4000 Campus Rd., Eau Claire, WI
Bring your own tools: knife, pruners, scissors, wire cutters, needle nose or jewelry pliers

Welcome New WUMFA Members

Lutey's Flower Shop and Greenhouse

Julie Jerome
101 S. Mansfield Street, Ironwood, MI 49938
Phone: (906) 932-0410
<https://luteys-flower-shop-greenhouse.business.site>

Glitz & Go LLC

Erin Miller
3311 Prairie Avenue, Beloit, WI 53511
Phone: (608) 313-8460
<http://www.glitzandgo.com>

Corner House & Garden Center

Theresa Worachek
P.O. Box 307, Reedsville, WI 54230
Phone: (920) 754-4370
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Introduction to Basic Floral Design

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April 7-8, 2019, Sunday and Monday
April 14-15, 2019, Sunday and Monday
April 22, 2019, Monday
9:00 a.m. to 5:00 p.m.

Member \$1000 • Non-Member \$1250

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 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.
Download registration forms, or call Cindy (517) 575-0110.

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MFA Scholarship Committee Seeks Donations for the 2019 Raffle: Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics, tools, sporting equipment, as well as any floral related products. For more information on how to donate call the MFA office at (517) 575-0110 or go to www.michiganfloral.org/mfa_scholarship.html and download a Silent Auction donation form (PDF file).

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