

The
Professional

Florist

Volume IV 2019

Christmas
Trends

Centennial
Celebration

It's Always
Christmas When
You're an Elf

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Christmas in July

Art in the
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The Professional

Florist



Cover Photo by Suzie Kostick AIFD, CF, PFCI, taken at Meadow Brook Hall, Oakland University, Danny's Bedroom, 2018.

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GLFA LEADERSHIP REPORT

Associations Work Together at Funeral Directors Convention

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



I recently attended the Michigan Funeral Directors Association's annual convention and spoke with attendees on a variety of subjects important to both industries. Hot topics this year included the importance of flowers at the service and during the grieving process, linking websites

with the local professional florist, and leaving out those three words we all hate to see in obituaries...In Lieu Of.

I encourage everyone to keep an open, positive dialogue with his or her funeral directors. It's important to maintain a professional relationship and to talk with them regularly about these topics.

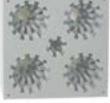
As the length of visitations shorten, sometimes not having any visitation at all, promote sending flowers to the family at home. Flowers delivered to the home will have a positive impact and make a difference during difficult times.

Another item drawing interest at the convention was the Transporter 10 foam delivery blocks. They work well to help move flowers after the service. Show them to your directors and let them know they are available through the Great Lakes Floral Association if they would like to place an order.

Don't give up on funeral sales. Sympathy business offers great growth potential for your business as our population ages. Together we can make a difference one director at a time.

The Great Lakes Floral Association would like to thank Vogt's Flowers in Flint, Michigan, for donating the beautiful floral designs used in the booth this year. ✿



		
5-Hole Vase Block (24X24X8½") Item # SL 7012	Medium Vase Block (32X20X6") Item # SL 7022	8-Hole Vase Block (46X19X6½") Item # SL 7018
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The Michigan Floral Foundation Will Honor United States Senator Debbie Stabenow

Tuesday, October 8, 2019

At the Hall of Fame Dinner

University Club, East Lansing, Michigan



The Michigan Floral Foundation enjoys the distinct honor of announcing U.S. Senator Debbie Stabenow as our 2019 Hall of Fame inductee. While it is true that all previous inductees have been floral industry veterans, Senator Stabenow will be the first honoree from outside our industry because of her relentless commitment to the legislation, governance, and principles that benefit every segment and level of the agricultural and floral community.

As Ranking Member of the Senate Agriculture, Nutrition, & Forestry Committee, Senator Stabenow is a forceful advocate for Michigan agriculture - the state's second biggest source of jobs. When she served as Chair of the Committee, Senator Stabenow authored the 2014 Farm Bill, which strengthened Michigan agriculture and made historic, permanent investments in specialty crops, floriculture, pest and disease management, and cutting-edge research. She

built on that success in coauthoring the 2018 Farm Bill, which passed on a strong bipartisan vote of 87-13 - the most Senate votes ever. The bill strengthens Michigan's floral industry, exploring new options for local crop insurance and strengthening support for specialty crops and floriculture.

Senator Stabenow also authored the Great Lakes Restoration Initiative, which is helping Michigan communities improve the quality of their water and restore wildlife habitats.

A graduate of Michigan State University and a native of Michigan through and through, Senator Stabenow has been in our corner during her entire public service career. We encourage you to join the Michigan Floral Foundation in honoring Senator Debbie Stabenow at a dinner in her honor, to be held on October 8, 2019 at the University Club in East Lansing. 🌸

Support Your



MichiganFloral
FOUNDATION

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

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

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

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

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

CFREPORT



Photo courtesy of Derek Woodruff AIFD, CF, PFCI, Floral Underground, Traverse City, MI.

Design Style

BY CINDY CHING AIFD, CF

The arrangement pictured here utilizes the design technique of grouping. This technique creates interest and focuses on balancing and highlighting the groups of roses, pineapples, and oriental lilies. Also featured are kale, hydrangeas, grevillea foliage, amaranthus, moluccella (Bells of Ireland) and calycina. Pineapples signify a sign of welcoming, making this ideal for any event or holiday decoration. ✿

Twenty Become FFA Student Certified Florists

Earlier this year the Future Farmers of America held state skills floriculture testing at Michigan State University. Four hundred and thirteen students tested in regular duplicate design and a wire and taped corsage. Out of these students 48 tested on a vase design to become a Student Certified Florist. Twenty succeeded and were named Student Certified Florists.

Below is the new SCF student division Congratulations to the students and their teachers who work so hard to get them there !

Lapeer County Vo-Tech Center (Teacher: Debbie Thompson CF) Attica, MI

- Courtney Griewhan
- Emilie Hunter
- Allyson Marshall
- Madison Miles
- Selena Nellenbach
- Katie Szukala

Genesee Career Institute (Teacher: Tracey Groom CF) Flint, MI

- Hannah Gill
- Mary Hartmann
- Abby Irish
- Kaley Mize
- Destiny West

Alanson Public Schools (Teacher: Donna Magill) Alanson, MI

- Mya Weidenhammer
- Muskegon Area Career Tech Center
(Teacher: Jennifer Woods) Muskegon, MI
- Katie Howard
- Emily Sullivan

Roosevelt High School (Teacher: Jennifer Ferris) Wyandotte, MI

- Haley Adkins
- Lydia Arnosk
- Bailey Aune
- Destiny Williams

Pankow Vo-Tech Center (Teacher: Shirley Tautolo) Clinton Twp., MI

- Isabella Archer
- Melanie Ball ✿



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

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

Next CF Testing is **October 27, 2019** at MSU in
Lansing. Hope to see you there!

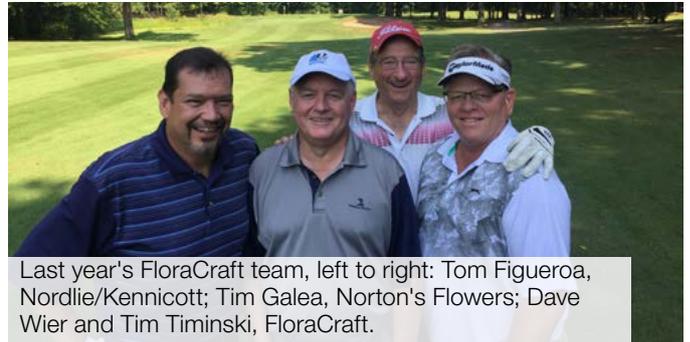
CF Steps Class is **October 9, 2019** at the
GLFA office in Haslett, MI.

GLFA Annual Golf Outing A Day of Fun and Networking!

Wednesday, August 7, 2019, 9:00 a.m. - 3:00 p.m. • Eldorado Golf Club, Mason, Michigan



From left, last year's team of Kal Krueger, Kreg Krueger, Dave Pinchock, and Kyle Smith, Vogt's Flowers, Flint.



Last year's FloraCraft team, left to right: Tom Figueroa, Nordlie/Kennicott; Tim Galea, Norton's Flowers; Dave Wier and Tim Timinski, FloraCraft.

This year's GLFA golf outing will be held Wednesday, August 7, 2019, at Eldorado Golf Club in Mason, Michigan. The day will begin with check-in and range balls at 9:00 a.m. followed by a 10:00 a.m. shotgun start, with lunch at the turn. All golfers will meet at the clubhouse following the round for an awards ceremony. The event is a 4-person scramble format. Don't worry if you don't have a foursome. We'll pair you up with some fun golfers. All players will receive prizes. This is a day of fun and networking so don't worry about your scores or skills.

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

Golf Outing Sponsorship Opportunities

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

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

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

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

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

For more information and registration forms go to the GLFA website, www.greatlakesfloralassociation.org or call the GLFA office at (517) 575-0110. Registration forms should be returned to the GLFA office no later than Friday, August 2.

"Come join us for a day of fun and networking with fellow floral industry members. Hyacinth House is proud to be a sponsor of this event. I look forward to seeing you at the course."

Jim Schmidt, Hyacinth House, GLFA Golf Outing Chairman

2019 Corporate Sponsors

Eagle Sponsor: **Hyacinth House**

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

INMEMORIAM



Cecilia Raska, mother of Great Lakes Floral Association President Jerome Raska, died last month at the age of 97. She worked the family farm in Armada, Michigan, with her husband of 43 years and their children. Cecilia enjoyed flowers of all kinds, gardening and music, especially polkas.

She is survived by her four children, two daughters Patricia (Benedict) Bertram, Kathleen Pate, and two sons, Gary (Janet) Raska and Jerome (Robbin Yelverton) Raska, fourteen grandchildren and forty three great grandchildren.

In addition to flowers, memorial contributions to The Michigan Floral Foundation and American House Foundation were encouraged.

CENTENNIAL CELEBRATION

PASSING IN REVIEW

As we prepare for our Centennial Celebration we take a look back over the years and are very thankful for the strong foundation the leaders pictured here provided our Association. These photos are from the 1970s, 50 years ago, a great time in our Association's history. Make plans now to be with us as we celebrate the past and plan for the future at "Empowered... A Century of Strength" March 6-8, 2020. 🌸



Newly elected MSFA president Vince Adamo (R) receives congratulations from past president Harry Miller; Floral Heritage '76 convention co-chairman Roger Weber (L).
Photo courtesy of David L. Malhabab, Dearborn Press

MSFA Florists go to White House

Ruby and Oliver Dunstan, owners of Dunstan's Flowers, 3484 W. Huron Waterford Township were among 60 florists selected from across the nation to decorate the White House for Christmas.

The chosen designers represent the nation's floral telegraph services. Two of the 60 came from Michigan, Mrs. Dunstan and Bob Carr. Mrs. Dunstan is a director of MSFA and Mr. Carr is employed by Bos Floral House, Muskegon, Michigan. Both are long-time members of MSFA.

Ruby was accepted into the American Academy of Florists (the Phi Beta Kappa of the flower world) in July 1973. The academy numbers its members at only 250 of the 200,000 florists in the country. A resume of the Dunstan's stay in Washington would fill pages. Suffice to say, amongst other arrangements Ruby made a special for the First Lady's bedroom which earned her a personal call of "thank you" from Betty Ford.

The florists taking part in the mass decorating effort, though selected by the floral telegraph services because of their design ability, are all volunteers. Their traveling and living expenses are completely paid for by the individuals involved.

Ruby said, "This is each of the participating florist's contribution to the nation's Christmas."



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Per Box (2 Pk.)

20-888 FROSTED BIRD VASE
8" x 10"
Per Box (2 Pk.)

4-8228 TELEPHONE
8 1/2" x 4 1/2" x 4 1/2"
Per Box (2 Pk.)

1. Gordon Perkins, Perkins Flowers, Lapeer, Director MSFA
2. Bob Weigold, Weigold, Weigold Floral Inc, Chesaning, Regional Director, MSFA
3. Norm Silk of Nordlie Inc. talking on proper store display at 58th Annual Convention
4. Rich and Elaine Thibadeau accept congratulations on the show emblem and lobby display work from Oakley Davidson, Davidson Uphoff Co.
5. Roger and Lenice Miller, Harry Miller Flowers, Dearborn, and Mike Laubscher enjoy a break during the Saturday night activities. Roger, Mike and others were responsible for the Saturday night English pub theme.
6. Convention chairman Bill Durant, Durant's Flowers, Ypsilanti, accepts congratulations from well wishers on a successful convention.
7. Commentator Jim Morley with Design School Chairman Dave Mansfield.
8. 58th Annual Convention Chairman Bill Durant .
9. How many remember these containers from Century Florist Supply Company?

2020 GREAT LAKES FLORAL & EVENT EXPO

100th Anniversary Centennial Celebration!

March 6-8, 2020 at the DeVos Place Convention Center, Grand Rapids, MI.

“Empowered” the Centennial Celebration Expo and Trade Show happens the weekend of March 6-8, 2020 at the Amway Grand Plaza Hotel & DeVos Place Convention Center in Grand Rapids, Michigan. Plan now to be a part of the 100th anniversary celebration! The weekend includes Friday night opening reception and a once in a lifetime centennial celebration Saturday evening, plus 2 hours Saturday and 1 hours Sunday of non-conflicting trade show shopping time!

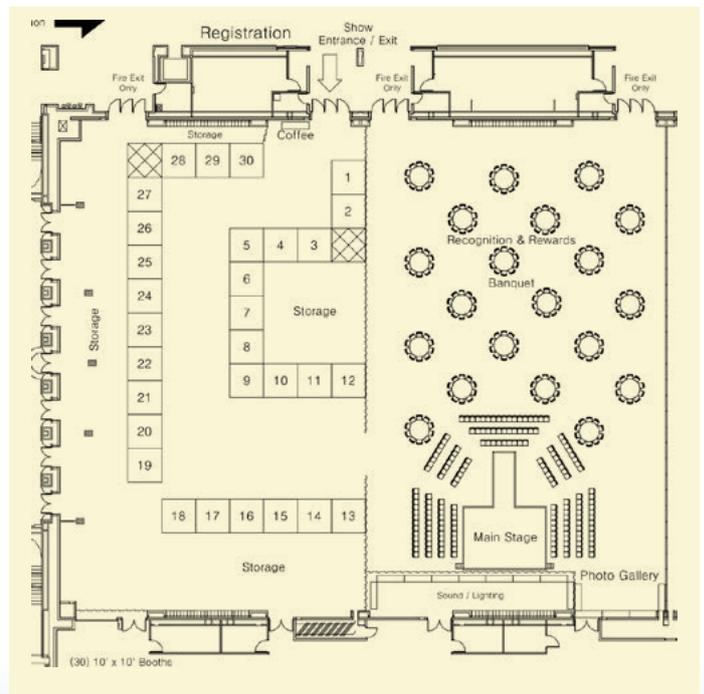
The Great Lakes Floral Association depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at the 2020 Great Lakes Floral & Event Expo you not only reach potential customers, you advance our industry by providing top-notch educational opportunities.

2019 Great Lakes Floral & Event Expo Facts

- ✿ Total 2019 Registration: 400 +
- ✿ 282 buyers/designers/employees
- ✿ 66 representatives from 26 exhibiting companies
- ✿ 30 students from six different schools

EXHIBITORS: Reserve space now for the 2020 Great Lakes Floral & Event Expo

Call GLFA at **(517) 575-0110** or visit <https://greatlakesfloralassociation.org/greatlakesfloralexpo/> to download 2020 GLFEE Exhibitor Kit under Exhibitor Links / Downloads.



TABLETALK

The Theme Party

BY DEREK WOODRUFF AIFD, CF, PFCI and KATE WALSKI CSEP



(This month's column was written by Kate Walski.)

The Theme Party. Adored by some, feared by others. For a creative event professional, a themed event can be an exciting challenge or a curse.

For most designers, you relish the opportunity to create something new and different. And when your client asks you to design yet another event with an 80s theme, you can either feign excitement and review the multitude of Pinterest photos lovingly pinned by your client, or you can focus on how to give this event a unique twist.

Instead of a standard casino party, transport your guests into the world of James Bond or The Hangover. When an island theme is chosen, set sail on a “three hour tour” and center the event around Gilligan’s Island. Same basic concepts, but with an unusual spin.

As an event rental company, we are grateful for the ability to use items repeatedly. That is how we become more profitable. However, as a designer, I hate providing clients with the same thing over and over again, especially in relation to a themed event. So what can you do to stay creative while also watching your bottom line?

Some tips for creating an upscale theme party:

DON'T use cardboard. Just don't. You are a professional. You are better than that.

DO repurpose nice containers you already own.

DO embrace vinyl. You can easily add vinyl to change up those containers.

- For an 80s themed centerpiece, we took a simple glass cube and wrapped vinyl around it to make it look like a Rubik’s cube. We created a beautiful floral arrangement to go in it and we were able to create a centerpiece worthy of an upscale corporate event while staying true to the theme.
- We also needed to create a Mario Bros. themed centerpiece. We used a yellow ceramic cube and added vinyl question marks on the side and then added red and white flowers to mimic the iconic Mario mushroom.

DON'T copy another centerpiece on Pinterest.

DO find some inspiration, and then make it your own. It’s ok to look around for ideas. The creative world is filled with the sharing of thoughts and ideas. But don’t duplicate them. Use them to spark your own imagination. Look around at your inventory and resources and figure out how to create a new design based on your inspiration and what you already own.

- At a corporate family event, the theme was camping. We loved seeing marshmallows on sticks incorporated into arrangements and then we looked at items we already had. We set wood slices as a base and added a glass



cylinder trio filled with natural elements and then wound wire inside them to spear mini marshmallows. Our favorite part of the centerpiece though turned out to be adorable bottle brush animals that enhanced the nature theme.

DON'T order centerpieces from a standard party store online and just add some flowers. Anyone can do that.

DO incorporate real products into your arrangements.

- For a car themed event, we created cocktail table centerpieces using a gear shifter and a small tire to which we added a flower. Other cocktail table centerpieces we made consisted of small air filters and car parts.

DON'T limit yourself to one set of ideas regarding a theme.

DO think outside the box when it comes to linens, centerpieces and other décor. Are you doing a picnic themed event? You don’t have to use a red checkered tablecloth. Find something else that represents the style of your event.

- For an ice castle themed event, we used suedes and velvets instead of shiny or sparkly white and silver linens. We wanted to add a feeling of warmth to counterbalance the large amount of glass and crystals used for tabletop décor.

The theme party does not need to be a scary prospect. In an ideal world, there is a graveyard full of event themes and ideas laid peacefully to rest. Each one served their purpose and was properly buried. But in reality, they roam the earth in a state of purgatory, haunting exhausted event designers. Just when you think they are ready to pass on to the afterlife, they are pulled back into the fold.

But that doesn’t have to be a bad thing. Instead of retelling the same story of the theme, give it new life. A fresh perspective. Add another layer. Instead of producing a one dimensional event, add some depth to the character. Tell a new story. Find inspiration from the world around you and make it your own and you will surprise your guests with unexpected details. ✿

Derek Woodruff, owner of Floral Underground and Kate Walski, owner of 307 Events, both located in Traverse City, Michigan, coauthor Table Talk.



It's Beginning to Look A Lot Like Christmas!

BY BRENDA HANKIS

EASTERN FLORAL, GRAND RAPIDS, MI, 2019 GLFA DESIGNER OF THE YEAR

Christmas is a magical time of the year with festive colors sure to catch everyone's eye. This permanent botanical holiday piece is showcased in a large cement container with a twig wreath placed on top for added texture. Evergreens and iced cedar branches are inserted into Styrofoam®. Beautiful winterberries, brushed with silver, add height and sparkle. The metallic silver fern and frosted evergreen branches are grouped so as to take your eye around the arrangement. Inverted red pomegranates and pine cones draw your eye into the focal point and add depth. This would be a spectacular piece in a home, office or at a holiday event. ✿



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Cleveland,
Dayton, OH; Tampa, FL

HOLIDAYFEATURE

It's Always Christmas When You're an Elf!

BY ALICE WATEROUS AIFD, CF, PFCI, FLORAL CONSULTANT, GRAND HAVEN, MI

So here we go, talking about Christmas long before you feel ready! But we know a better holiday season starts with early planning. Just as you've done some shopping in January, checking marketing plans and actually doing some permanent designs and display prep while still wearing summer garb is smart.

Because our company, Alice's Elves, aka Alice's Christmas Elves, has such a full schedule from October through January, planning is absolutely essential. Granted, installs are done between the first week of November through the first few days of December, but a sizable to-do list happens much earlier enabling the crew to hit the ground running during peak season. We're on target when scheduling design/construction work in August and September (or earlier). Who doesn't love decorating wreaths instead of going to the beach or taking a color tour?

Each job is unique, and just as a floral shop's customers have individual needs and likes so do our Christmas clients. We look ahead to save time, energy and maintain good mental health when the crunch is on. Surely our clients are just dying to talk about Christmas on the hottest day of the year. So, on we march:

August(ish)Check List:

- Confirm install dates with current clients.
- Are contacts for jobs up to date?
- Have there been physical changes to sites?
- Is clients' décor in need of updates? If so, can new items be acquired and reworks be done now?
- Cast your line in the water and beat the holly bushes for new clients.

Getting business:

To get holiday décor business, a good sales force is vital even if it's just YOU. Arm them and/or yourself, with a portfolio of your work along with testimonials from satisfied clients and descriptions of your offerings with price examples.

Never be shy about talking to folks about what you do, you never know who the next client or contact suggestion may be. Hand out business cards freely. Often, companies looking for help with holiday décor turn up at your local wholesale locations, so ask to be on a preferred vendor list and as a customer most wholesale floral suppliers will gladly keep some of your brochures and cards on hand. Some of our best clients have been from such referrals.

Defining your offerings:

We offer two types of holiday contracts:

- 1. Customer owns/buys materials.** We install then take down and pack; client retains ownership and stores décor on site. We try not to get too upset about the dust. For those jobs we charge an hourly fee, per person, plus any cost for equipment rentals such as lifts as needed for the job. Most commercial jobs require proposals to be approved in advance, whereupon we furnish a set price for services within their budget. We look at the job, based on our knowledge of how long it takes to set up and decorate various sized trees, garland, planters etc. We also analyze the amount of décor requested, planning and design time plus installation costs. If travel and overnight expenses are required, those costs need to be considered. Often, tear-down is proposed separately since some clients want to save by doing that phase themselves. However, most clients can be made to understand their investment in materials is safer with professional tear downs. Finally, before submitting any proposal, unless you're a business major and/or accountant, have it all checked over by your best "numbers" person. Just as in proofreading, even if numbers are your strength, you only have to make a costly mistake once to learn your lesson. Misfiguring the price of one or two wreaths probably won't





break you, but the wrong price multiplied by 76 or more pieces can take your breath (and profit) away. So, having that second person read it through is pretty valuable.

- 2. Leased décor.** Create customized décor from our inventory, install, take down, pack and store. Client benefits by getting no fuss décor that has been refreshed and repaired before next install. Lease clients pay a percentage of retail value each year plus a 25% fee for delivery, install, removal, packing and storage per year. Leasing allows us to maintain quality control (since we still own the product) and takes all worries away from clients. We ask for a three-year minimum commitment to qualify for this service. Leased décor can be extended for a total of five years if product is still in good shape. Ordinarily, after five years, décor needs to be replaced with a current look; at that time the lease cycle starts over. Leasing is often a good option for commercial spaces, offices etc. How many of us have looked at dusty, out of date permanent materials in public places? Folks simply take the word permanent waaay too seriously!

Getting the goods:

We are always on the lookout for great buys we know will fill in gaps needed to keep our clients' décor looking great. However, even a bargain isn't a bargain if you can't visualize a potential market for it. Our sales team is kept abreast of inventory so new and add-on sales can be tailored to current inventory as much as possible.

During the peak holiday cycle, it's terrific to work with our wholesale friends when those last minute orders come in or when we need to add some variety to the mix. We rely on our vendors for trend ideas and knowing what they have in stock helps us plan our client proposals. As a small company, the resource of local wholesale floral suppliers is invaluable, giving us the ability to buy as needed while in the frenzy of the season. Otherwise, often it wouldn't be feasible to take on those late requests for installs. Hey, those supply department folks can bust some moves when we come sailing in 15 minutes before closing, carts ablazing! Bless them.

Getting the staff:

Early scheduling helps to secure commitments with the many free-lance designers/elves needed for the season. (Sometimes family yields some really helpful last-minute Elves. When I say at Thanksgiving dinner "What are your plans for the rest of the week"? it might be time to look busy). BTW: Thanksgiving is the one day in November when all the Elves stop work to feast and rest.

How to be a fabulous Elf: Physical fitness is a plus, ability to work independently and quickly is terrific, playing nice with others totally essential, must possess the eye of an artist and the skills of a mechanic, cheerfully work odd hours and bravely wear a screaming "Safety Green" or is it really yellow? tee/sweatshirt. Never mind you may look like the road construction crew. (C'mon, I haven't required Elf Caps -yet).

An Elf, may work in awful weather/driving conditions, be sick of glitter and burnt out lights, may be away from home a week at a time. But through it all; smile as you hang yet another garland/swag or wreath and festoon the hundred something tree! Swear not to swear when folks say "It isn't even Thanksgiving yet!" or "Whatever happened to fall?" We know they probably had most of their shopping done by Halloween.

We are nothing without the amazing Elves. Particularly, as a seasonal employer, I find a well-fed, reasonably housed, decently paid and appreciated Elf is usually, a happy Elf who'll likely leave their cozy Elfin home, strap on the old tool belt and hit the holiday trail.

So...let the glittering and glam begin! 🌸

Directing the sparkle and shine Chief Elf Alice happily thinks about Christmas nearly 365 days a year. Alice's Elves tackles jobs as large as a 35' tree at Ford Field for the Lions, historic Meadow Brook Hall at Oakland University, Gun Lake Casino, Beacon Hill Retirement Community and the Grand Rapids Downtown Market. Additionally, many Grand Rapids and Detroit area residences and offices avail themselves of "Elfin Magic". With nearly 50 years in the floral industry, Alice can't imagine a better profession for herself.

Pictures courtesy of Alice Waterous AIFD, CF, PFCI and Suzie Kostick AIFD, CF, PFCI.





Christmas in July...Creating, Buying and Selling Evergreen Décor

BY KIM TOZIER, ASSISTANT SALES MANAGER, HIAWATHA EVERGREENS, SHELTON, WA

This is the Season for Christmas in July. It's no surprise if the reaction to this phrase is "Bah Humbug".

It is difficult to think about the holiday season during summer. Yet, with Christmas only six months away, stores should be planning now if they haven't already. Buyers who have not firmed up their greens program need to switch gears from summer to fall and think Christmas if they hope to secure availability for a successful holiday season.

Mainstream traditional greens consisting of wreaths, swags and garlands haven't evolved much over the years. So how long before the customer becomes bored with the same assortment and wishes to find something new? It's hard to predict, but eventually annual sales slowly begin to dwindle where holiday greenery will eventually become a dying seasonal category. Yet in today's world there is an abundance of unique, fresh décor for buyers to select from to help entice returning customers who are looking for a fresh look each year.

Before the 1970s there were not as many options available for purchasing fresh Christmas décor. Hiawatha Evergreens began to diversify in the mid-seventies by producing decorative Christmas greens and designer products. Today, Hiawatha produces the largest selection of fresh holiday décor, as well as year-around décor used for events and weddings. Distinct designs range from decorated wreaths to a unique variety of custom made containers and picks for making tabletop centerpieces.

With a diverse customer base, comprised of wholesale florists, garden centers, grocery chains and mass market, the company is compelled to create an assortment of fresh décor to appease each market. To accomplish this task takes year-around development planning.

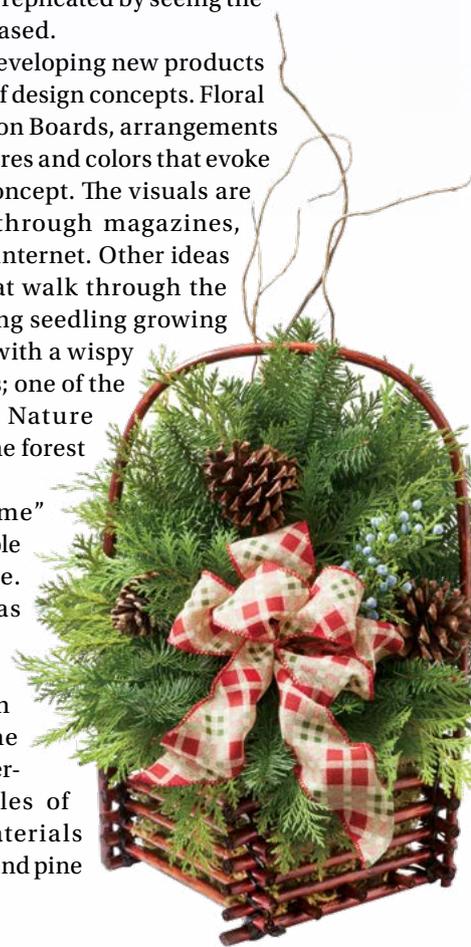
Since the majority of designing is focused on the holidays, Christmas never really ends at Hiawatha.

With this in mind, product development begins during the current holiday season for the following year. It involves a process beginning with a concept, then sourcing materials, and finally creating and marketing the product.

Ideas are gathered from many sources, but an organic way to begin is by taking a walk through the forest to reflect on the reasons why we take such pleasure in our greenery. Since all of Hiawatha's products are native to the Pacific Northwest, a hike in the Olympic Mountains, located in Hiawatha's backyard, provides an opportunity to see, touch and smell all the magnificent, fragrant vegetation used in production. To personally observe all that grows within the forest is an experience that cannot be replicated by seeing the product cut, bundled or cased.

Equally important in developing new products is to establish a grouping of design concepts. Floral designers create Inspiration Boards, arrangements of images, materials, textures and colors that evoke the style of a project or concept. The visuals are collected by browsing through magazines, catalogs, photos and the internet. Other ideas may have come from that walk through the forest and spotting a young seedling growing from a mossy log shared with a wispy fern and a few stray cones; one of the many designs Mother Nature modestly flaunts under the forest canopy.

The "Woodland theme" continues to be a fashionable trend embracing nature. This woody concept has influenced a few of Hiawatha's most popular designs such as the Birch Log Centerpiece and the original Log Basket Centerpiece; both are examples of integrating natural materials using wood, moss, greens and pine





cones. Since fresh winter berries, holly berries and rose hips perish quickly, faux berry picks are substituted in place of real berries. The artificial accents provide contrasting color to the evergreens presenting the design with a finished touch.

Other steps towards creating new concepts are conversations with your customers. Many buyers may have their own wish lists of products their customers have requested. More than likely if they are looking for a specific something then it's possible buyers from other stores may be looking for a similar item.

The web is an endless resource for viewing hundreds of pictures through sites such as Google Images and Pinterest. Often some of the best ideas are built off other creations. A good example would be our new Vine Wreath. There are various images online showing vine wreath bases fashioned for different seasons and often with artificial greens and embellishments glued into place. There are a few holiday versions with some fresh greens; however the projects are generally homemade or produced in small scale.

Half of the vine base used for Hiawatha's wreath is wrapped with fresh evergreens leaving the other half of the vine exposed. The vine wreath may be hung in any direction and also may be embellished with bows, berries, floral or more creating a fresh new look.

On other occasions ideas just come on like a light bulb where a new concept derives from thinking entirely outside the box. In a few regions mailbox swags are popular and although they have been around for several years there has not been enough of a demand to produce them on a large scale.

Yet, one mustn't ignore the symbolic mailbox. After all, it is how most people receive their holiday greeting cards. This thought is what inspired the fabrication of a small replicated mailbox designed to hold fresh greenery, specifically arranged to form a small swag. Realistic features were added to include a working flag with a hinged door for displaying greeting cards and "Voila" Hiawatha's U.S. Mailbox Centerpiece originated.

Moreover, there are endless ideas and materials readily available through a multitude of suppliers, both imported and domestic. A visit to the America's Mart Atlanta <https://www.americasmart.com/markets/gift> is a worthwhile trip and can be especially advantageous to designers.

The Atlanta market is the leading wholesale market place housing the nation's largest collection of permanent holiday showrooms. Atlanta is followed by smaller markets, scheduled on different dates in Las Vegas, Nevada and New York City. Hiawatha orders a multitude of imported and domestic supplies, commonly used in the industry.

By the same token, many innovative products are custom fabricated requiring a committed supplier/importer with strong ties to factories that make it all possible. Once there is a conceptual drawing of the vessel or pick the supplier then takes it to their factory to create a mock-up. Depending on the time of year, it may take several months to receive a sample, possibly requiring adjustments before getting the final prototype in hand. Once the final prototype arrives the product development team begins building the design, such as a centerpiece, wreath, swag or other.

As a final step, validating a new product requires a name, description, catalog number and a photo session before it can be marketed and sold. The challenge is in determining the potential sales so purchase orders can be submitted to suppliers for the materials needed to manufacture the new product. With an estimated 60-90 day turnaround for most imported goods it allows only a small window of time for ordering to assure all the materials arrive on time for the Christmas production season, beginning in October.

With everything considered, rather than worry over the thought of Christmas in July, make it a target and plan early to attain that profitable holiday season. Consider your customer's desire to explore new product options by expanding your offerings. Give them a reason to return to your store year after year, looking for that fresh new look. It

may take months for a designer to create and develop new products, yet it only will take a few hours for a buyer to decide which of those products to order. Once the month of July becomes the goal for ordering holiday greens the return on investment (ROI) for the Christmas greens category will improve and you'll no longer be saying, "Bah Humbug". 🌸



HOLIDAYFEATURE

2019 Christmas Trends from Blush to Plaid to Vintage

BY LESLIE WALTON, SUPPLY BUYER, NORDLIE FLORAL/KENNICOTT BROTHERS, GRANDVILLE, MICHIGAN

Oh Christmastime! A time for joyful celebrations. A time for style. Whether an exciting new trend or a tried and true tradition, our industry provides the magic of the season.

As buyers, we are tasked with selecting the most beautiful, whimsical and memorable décor available. We count on our suppliers to bring us a world of amazing choices to inspire, excite and motivate our customers. We are continually asked “What is new for the season?” and always search for new items and fresh ways of mixing colors, textures and finishes to achieve a great selection.

New and innovative Christmas trees and lighting make the season sparkle. Strive for merchandise that enables customers to build upon their best-selling themes and invest in new, exciting and unique offerings. Combining beautiful elements that are artfully designed and displayed creates the desired atmosphere of wonder and beauty for the season of peace, love and hope.

Here are some of the exciting looks for the 2019 season.

Soft corals and blush tones, very popular in fashion and bridal, have come to Christmas décor. Magnificent in poinsettias, leaf sprays, berries, figurines and ornaments, elements are lightly sugared instead of glittered giving them

a soft glimmer. Gorgeous ribbons in textures, sheers and prints will flow through Christmas trees and garlands in the same shades of coral and blush. Fantasy animals such as unicorns and Pegasus horses can be added to this color palette for a look that will truly stand out with whimsy and glamour.

Mixed metals including champagne, platinum and pewter are stronger than ever in poinsettias, berries and foliage that have a new subtle holographic and mirror-like finish. Combined, they allow us to put multiple metals together for a truly upscale and cosmopolitan look. Used with flocked and frosted pine sprays, these wonderful metallics give refreshing newness to natural elements.

Beautifully flocked Christmas trees and pine sprays are sweeping Pinterest, decorated with ornaments and novelties in soft greens and soft blues as well as traditional reds. This look is a must have for the season. Customers will feel like they are gazing into a snowy and magical wonderland.

Plaid is everywhere. From ribbons to ornaments and stems, Christmas will not be complete without it. The steadfast traditional red and green plaid staple has expanded into a myriad of color combinations and textures. From the growing popularity of red and black buffalo plaid to pastel combinations and metallic beauties, don't design without it.



HOLIDAYFEATURE

Realistic pine boughs, wreaths, garlands and swags look so authentic that customers will want to touch and smell them to determine if they are fresh or faux. These Christmas staples are continually amazing with improvements in texture, color and movement. Some are heavily flocked, some glittered, some natural. Spearmint green is strong this year for a breath of freshness. All shades provide the perfect base for great design.

Forest animals such as owls, foxes, bunnies and deer are shown in Christmas trees, wreaths and arrangements with their furry little faces smiling at us. This trend has been successful for several years and continues to expand as customers add to their collection. Who can resist them?

Faux fur, wool and plaid poinsettias and ornaments in tones of red, gray and other neutrals are a fun addition to home décor. Gray continues to be a growing color trend and these stems and ornaments are great additions. We all love innovative finishes and new ways to combine colors.

Outdoor décor, stronger than ever, with weather-resistant berries and ornaments, will be displayed on residential porches as well as commercial walkways and entryways. With time-saving long stems, labor will be cut in half. Look for these in a selection of colors and finishes from shiny to matte. Consumers are embracing the season indoors and outdoors.

Nostalgic and vintage style continues to be fun and reminiscent with antique red truck ornaments, retro snowmen, vintage signs and “Merry Christmas” printed galvanized buckets for display. Ornaments and signs with humor and light-heartedness lighten the stress of daily life.

Take in the colors, the textures and the sparkle of the season. Savor the process of transforming our world into a Christmas wonderland for all to enjoy. Mix trends with traditions for a magical season!

Images courtesy of Direct Export Company, Dallas Texas. ❁



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QUALITY EDUCATION: A COMMUNITY COMMITMENT



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AAF, PFCI
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AAF, AIFD, CFD, PFCI
Director of Education &
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Anthony Swick
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Instructor



Lesley Bolden
AIFD, CFD
Instructor



Angelyn Tipton
AIFD, CFD, GMF
Instructor



Stacey Carlton
AIFD, CFD
Instructor

Upcoming Course Schedule

- Sept 15-17 **Reinventing Everyday Designs** Donald Yim AIFD, CFD, CPFD
- Sept 29-Oct 3 **Celebrating Life Everyday** Jackie Lacey AAF, AIFD, CFD, PFCI
- Oct 6-8 **Speak Up** Jackie Lacey AAF, AIFD, CFD, PFCI; Sharon McGukin AAF, AIFD, PFCI



ACT NOW! To sign up or for more information about Floriology Institute, email floriology@bloomnet.net or call (904) 737-8500 ext. 258 • www.floriologyinstitute.com/register

ARTFEATURE

Art in the Elements Set for August 22-25, 2019

Art in the Elements has a new home. The floral exhibit will now be located on the estate grounds of Meadow Brook Hall in Rochester, Michigan. It began in Fruitport, Michigan, as Nature's Creative Edge, under the tutelage of floral industry icon, Bob Friese AIFD, where it ran for ten years, followed by two years in Bloomfield Hills.

This plein air floral art event draws designers from all over the country who create the most wonderful botanical installations in a woodland setting. The North Central Regional Chapter of AIFD expects over 20 designers to show their creativity.

Additionally, a number of floral design professionals will work with Meadow Brook Hall's curator, Madelyn Rzadkowski, who will select items from the home's collection of art, sculpture, and furnishings for design inspiration.

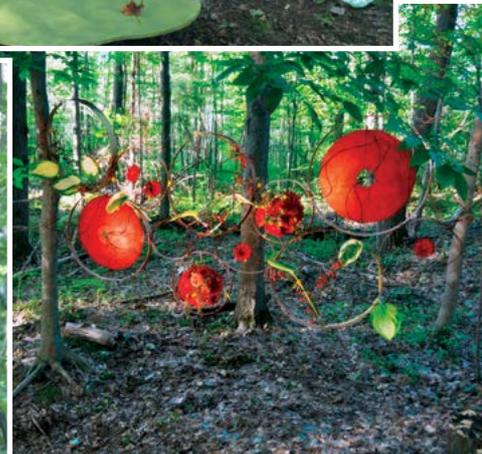
A National Historic Landmark, Meadow Brook Hall was built by Matilda Dodge Wilson, widow of auto pioneer John Dodge, and her second husband Alfred Wilson. Constructed between 1926 and 1929, the home represents one of the finest examples of Tudor revival architecture in America.

An opening reception will take place on Thursday, August 22, from 7:00-9:00 p.m. Guests will get the first look of the exhibit (not yet open to the public) while enjoying craft beer or wine, hors d'oeuvres, dessert and live musical entertainment. Guests will also have the opportunity to interact with designers who will be onsite placing their finishing touches. Tickets are \$50 per person and reservations are required. Please call (248) 364-6252 to make your reservation or for more information.

Proceeds support both the Robert Friese Education Fund established by the North Central Regional Chapter of AIFD and Meadow Brook Hall, a self-supporting National Historic Landmark and cultural center.

For more information contact: Laura Daluga AIFD, lauradaluga@gmail.com; Laura Watkins Parker AIFD, laura@freshstartfloral.com or Alice Waterous AIFD, CF, PFCL, awaterous@gmail.com, event chairs.

The following are examples from previous exhibits. ✿



Michigan Florists Welcome Spring at Art in Bloom 2019

Art in Bloom is a bi-annual, one weekend only exhibition that celebrates the combined beauty of art and floral design. Floral designers created elegantly designed arrangements inspired by works from Grand Rapids Art Museum's collection. Seventeen designers presented their interpretations of the artwork alongside of the actual artwork.

First Place Juried Award Winner - Jennifer Stehouwer, *Ball Park Floral & Gifts, for Skyscraper Bookcase Desk, c.1928 by Paul T. Frankl.

Second Place (Runner Up) Juried Award Winner - Nikki Ludema, Veritas Event Design, for Vase, c.1920 by Charles Schneider.

First Place Public Award Winner - Nikki Ludema, Veritas Event Design, for Vase, c. 1920 by Charles Schneider.

Second Place (Runner Up) Public Award Winner - Skeeter Parkhouse, *Wasserman's Flowers and Gifts, for Sojourn, c. 2011 by Andrea Kowch.

**GLFA Member*

A panel comprised of floral and art experts and members of the Grand Rapids creative community selected the juried winner. Visitors voted for their favorite floral arrangement for the Public Award.

Ron Platt, chief curator, and Alice Waterous AIFD, CE, PFCI, led guests on a tour of the works and arrangements. ✿



Second Place Juried Award and First Place Public Award



First Place Juried Award



Second Place Public Award

FTDWORLDCUP

FTD World Cup Highlights Philadelphia Flower Show

BY ALICE WATEROUS AIFD, CF, PFCI, FLORAL CONSULTANT, GRAND HAVEN, MI

Who: Top floral designers from all over the world.
What: World Cup 2019, the FTD-Interflora-Fleurop World Cup Competition.

When: Held every 4-6 years in different parts of the globe.

Where: The Philadelphia Horticultural Society's Philadelphia Flower Show.

Answering the call for professional floral volunteers, it was off to Philadelphia. Missing the Great Lakes Floral and Event Expo in Grand Rapids hurt my heart, but this was a once in a lifetime opportunity; so Carpe Diem!

Under event crew chairs Suzie Kostick AIFD and John Kittinger AIFD, our task was to create florals for the many social events surrounding World Cup, including the final awards banquet gala.

Among our assignments we worked with procurement and receiving teams headed by Kim Oldis AIFD, Ann Jordan AIFD and Randy Wooten AIFD. Pete Samek AIFD and Keith Harbison AIFD, both of FTD, were also "boots on the ground". Of course, everyone knows Janet Justus of FTD was everywhere, doing a plethora of things so it all could function.

Some teams were engaged in receiving and routing of materials for the 23 World Cup contestants who literally represented every major corner of the globe from Australia,

Canada, China, Chinese Taipei, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, Hungary, Italy, Japan, Korea, and Mexico, to the Netherlands, Norway, Russia, Spain, Sweden, United Kingdom, United States of America and Vietnam.

Design competitors faced three days of challenges live on the PHS show floor.

Day One: **Designer Choice** (Harmony in Architecture), time limit two hours, utilizing props built ahead of time (shipped in) to be enhanced with no less than 70 percent botanical materials making up the finished design.

Second task - **Hand-Tied Bouquet** (Strength of Color), finished bouquets had to balance in one hand among other rules.

Day Two: **Table for Two** (The Power of Flowers), time limit two

hours, created with premade props and designer procured products. Afternoon - **Surprise Package**. Certified American grown flowers, vessels and accent materials provided, time limit once prep time was up, 1½ hours.

Day Two concluded with a reception where the 10 semifinalists were revealed.

Day Three: Again, on the PHS main floor, **Surprise Package** with provided props, vessels and botanical materials. After a prep period, two hours to complete the challenge. Contestants were also required to design the entire time of each assignment.

The gala dinner, attended by over 650, featured an assortment of yellow and white floral designs, some with a touch of red gloriosa lily enhancements. A variety of large brass bowls and pedestal containers were filled with an abundance of roses, ranunculi, buttercup spray anemones, tulips, calla lilies, stock, Asiatic lilies, orchids, dusty miller,



World Cup winner Bart Hassam



History of the World Cup

The FTD World Cup began in 1972 and returned this year to the US for the third time. It was held in 1985 in Detroit, Michigan, when Klaus Wagener of Germany took the top honor. Previously, Miami, Florida hosted in 1974 with Alan Nunn of England the winner.

Other winners were:

- 2015**, Berlin, Germany, Alex Choi, South Korea.
- 2010**, Shanghai, China, Stein Are Hansen, Norway.
- 2004**, Melbourne, Australia, David Denyer, United Kingdom.
- 2002**, Amsterdam, the Netherlands, Per Benjamin, Sweden.
- 1997**, Amsterdam, the Netherlands, Gilles Pothier, France.
- 1993**, Stockholm, Sweden, Sue Artu, England.
- 1989**, Tokyo, Japan, Fumihiko Muramatsu, Japan.
- 1982**, Hamburg, Germany, Wim Hazelaar, the Netherlands.
- 1979**, Melbourne, Jean Michel Mertens, France.
- 1977**, Nice, France, Kai Andersen, Norway.
- 1972**, Amsterdam, the Netherlands, Therese Gruber, Switzerland.

FTDWORLDCUP



Philadelphia Horticulture Society, it is the longest running and largest flower show in the nation.

Themed “Flower Power” for 2019, the show certainly lived up to the title with the 23 FTD World Cup “pods” as a major draw. The WC designs were on display for the entire run of the flower show, kept fresh by a team of volunteers.

Long time exhibitor, the American Institute of Floral Designers created a large four-part display depicting each season of the year. AIFD volunteers and SAIFD groups provided talent and sweat to create a fantasy of florals. AIFD members also participated with hands-on experiences and live programs.

The show is held within the Pennsylvania Convention Center, heart of which is the former Reading Railroad terminal and market. Located in the center of downtown Philadelphia, the Convention Center makes the show highly accessible.

The Philadelphia Horticultural Society, from the beginning, has promoted horticulture for the benefit of the public. The Society currently sponsors urban garden projects plus education and support of sustainable environments.

Pictures courtesy of Sandy Schroeck AIFD. PFCI, Trend on Design, Eden Prairie, MN. ✨

airy ferns, grasses and flowering branches. All in all, a bright springtime effect showcased on navy blue table covers. A lovely ambiance befitting such an important event.

Immediately following the meal, long-awaited announcement of the five finalists was announced. They represented Germany, Australia, Czech Republic, Russia and Hungary. After a tough run off held on stage before the banquet audience, then another tense hour or so (entertainment was provided) the judges named second runner-up Tamas Mezoffy, Hungary and first runner-up, Natalia Zhizhko, Russia.

At last! Winner announcement, drum roll please, Bart Hassam of Australia takes the 2019 FTD World Cup!!!

As if the World Cup wasn't enough, let's talk a bit about the Philadelphia Flower Show. Founded in 1829, by the

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Executing Events in Northern Michigan

BY WILLIAM SANTOS, MONARCH GARDEN & FLORAL DESIGN, PETOSKEY, MI

When it comes to designing and executing events in Northern Michigan there are many challenges. We are located in a resort community that is vibrant and full of life in the summer when the weather is warm and the sun shining. Then it slows down in the winter months when weather can get extremely cold with heavy snow.

For example, last summer between Memorial Day and Labor Day, there were 854 weddings in our county alone. Add all the other events and you have an incredibly busy schedule. Having the employee base to keep up with the demand of these busy times is one of our biggest challenges.

As you know working with fresh flowers requires training and design ability. Getting the staff ready for such a work load requires great planning and scheduling. In a town with limited work force resources we have to find employees with potential and spend the time training them to become an event florist or set up team. It is a detail oriented line of work that requires lots of lifting and moving heavy items.

Not everyone is able to keep up with such demanding job. How many times have you heard people say “Working in a flower shop is my dream job” or “It’s such a happy place to work, being surrounded by flowers all day”. Then reality sets in and you realize that you spend more time processing flowers, moving buckets and finishing pieces than actually doing flower arrangements.

Another challenge is getting product. Flower wholesalers are hours away and we only get deliveries a couple times a week. We have to plan and order not just what is needed for events that we are working on, but also what I call the backup plan. All those “what if” moments: The weather is too hot or too cold, the hydrangeas are dying, we need to add a few centerpieces at the last minute. You know those moments when someone drops one of the tall, oversized centerpieces, or this is a true story, the bride misplaces her bridal bouquet before the ceremony.

Ordering extra was hard work for me in the past, trying not to end up with too much extra. It was not until we decided to implement event design software that we realized there were tools we can use to our advantage. We use Details Flowers Software, but there are others like Curate and such. These tools are out there and yes there is a cost involved. But time is money and so is wasting product.

Some will say just charge the event for the extra material you order. You know your client and this might work for some but not others. We have a high cost of goods in our area and have to be careful not to price ourselves out of the market. Using this software has taken human error out of the equation, plus it is less wasteful. And my favorite advantage is that it has caused the amount of email and phone calls in relation to each event to drop dramatically. This gives us extra time to focus in other aspects of our business.

When you have been working in the same community for so many years it is a design challenge to stay current and offer something new to clients. Our core customer base attends almost every event and fundraiser in the area. We keep track of every design and event, so we don’t repeat or have similar designs to close together. We try very hard not to become a “one trick pony”.

Everyone can tell our work apart from the rest, but it feels fresh and new every single time. As designers we have to stay in the know, educate ourselves and participate in floral expos. Even when I travel, I will visit other design studios, not only in the U.S. but outside the country as well. Use social media to your advantage, follow every floral designer, and see what they are doing, what flowers they are using. Do not copy their work, but come up with your own interpretation.

We all can use advertising, stylized photo shoots, social media or a website, but events are your best tool. A well designed and executed event will sell itself. It does not matter what the budget, always make sure to put your best designs forward. Also is ok to say NO to a customer if you feel that the direction they are taking the event does not fit your brand and style.

In our business you never know who will walk in the front door or who will be sitting at one of your events. It might be that customer you always want it to work with or the person in charge of that event you always want it to be part of. Always make sure to put your best work out there, something that you are proud of that reflects your business brand and style. ❁





Color Shift Coordination

BY MATTHEW BLIND, www.coachblindflorals.com

We've all been here before. We sit down to a consultation with a client who knows exactly what they want. A customer with a "vision". The only problem? Their "vision" isn't seasonally available, or even worse, the products they envisioned don't even exist. (They want *WHAT COLOR* roses?!)

Customers these days are looking for unique designs for their events. They want them to stand out from things they have seen at other events and they want them to be personalized to their specific engagement. Often times, that means the need to match school colors or color match a logo in the design.

But what happens when those colors are a bit more unnatural? Teal? Black? Gold?! How can we as designers be ready to handle these off color requests? By having a basic knowledge of color theory and a little spray paint.

Floral spray paints, such as Design Master Color Tool, have come a long way since they first hit the market many years ago. The spray, in addition to adding beautiful color to any design, aids in the longevity of the product.

They are non-toxic, and super fast drying so you aren't sitting around wasting time as you design. With a

full line of tints available, you can shift the color of any bloom to achieve shades that may not currently be available from your wholesaler.

Spraying accent florals and large tropical foliage is a fast and easy way to add fun and funky touches to any design. With almost every color imaginable, and new shades constantly being released, the possibilities are endless to give your customer the perfect color combination of their dreams. ✿



WUMFA LEADERSHIP REPORT

Improving Your Social Media Presence

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT



Waking up and checking your social media feed is part of the new normal. Before you turn the lights out it's common practice to take one last look at your notifications for Facebook and Instagram. While waiting for your Starbucks order it's easier to just look at Instagram

instead of talking to others because they are all looking at their phones, too.

How many of you have a really good social media presence? I'm not talking 40K in likes or followers, I'm asking do you have a Facebook business account and Instagram account that truly represents your brand and best work without pictures of your kids or food mingled in between?

How many of you know that Google Business has a posting and event option that drives the local market to you? Shocked yet? I hope so! I hope the news about FTD filing for bankruptcy lit a fire in your pants to make some serious changes.

Focus on driving customers to your website organically. The first priority is great pictures. You need to post clear, high-resolution photos that show your flowers' true colors without filters, distractions, and shadows. On a daily basis I see these mistakes as I scroll through my social media

accounts catching up on what my flower friends are doing.

There are wonderful first steps to take. Invest in a photo area in your shop or studio. Amazon is your best friend, buy a white paper roll, two lights, and a background stand for around \$100. Get your camera phone out, adjust the lighting and click, click...done! Edit your photos to cut out all the white space and use apps to add words in a nice font if needed.

Posting regularly is key, using verbiage that gets attention, evokes emotions, or entices customers to take action is what you are looking for. DO NOT forget to be funny! Life is way too serious as is, and your customers truly want to know you and connect to you on a more personal level. Every now and then tell a story about yourself and how you became a florist, or describe a funny incident that happened at the shop.

I could go on for days about the importance of photography, social media, and Google, but guess what? We are having a class on it in July. It's a three-hour class that is all hands-on. You will take the pictures, edit, use the apps, and build your social media calendar in the class. Join us in Madison July 23, Appleton, July 24, or Milwaukee, July 25. Classes will be held at floral shops so we will have insider knowledge to what worked or didn't work best for them. Call Cindy today at 517-253-7730 or go to wumfa.org to register. ✿

Wisconsin Designer of the Year Contest Set for State Fair, August 3

Once again this year the Wisconsin & Upper Michigan Florists Association will make its presence felt at the Wisconsin State Fair. Featured at the annual gathering will be the Wisconsin Professional Floral Designer of the Year contest. All WUMFA members are encouraged to attend and support this exciting event. The winner will receive \$1500 cash sponsored by the Wisconsin Florists Foundation!

This past spring WUMFA members were invited to participate in regional design contests held at local home and garden shows. The winners along with the winner of the professional division at the WUMFA annual convention will compete on Saturday, August 3, 2019, in the Horticultural Building on the Wisconsin State Fair Grounds located at 640 S. 84th St, West Allis, WI.

The four outstanding contestants are:

Joe Whitehouse, Charles The Florist of Appleton, Appleton, Wisconsin (Appleton Home & Garden Show Winner).

Michelle Dewildt, Wildflower Floral Studio, Portage, Wisconsin (Madison Home & Garden Show Winner).

Valerie Martin, Enchanted Florist, Green Bay, Wisconsin (Green Bay Home & Garden Show Winner).

Jennifer Breitbart, Snapdragon Floral, Elm Grove, WI (WUMFA Convention Winner).

First place winner will receive the title of Wisconsin Professional Floral Designer of the Year, \$1,500, and a Wisconsin State Fair ribbon. Second, third, and fourth place winners will receive a ribbon.

The schedule is as follows:

1:00 p.m.-2:00 p.m. - Competition. Contestants have 60 minutes to complete two designs. Family and friends are welcome to join the public, fairgoers and the media in watching. Commentator Susan Wilke AIFD, PFCI, will be providing the commentary.

2:00 p.m. - Fairgoers will turn in their voting chips choose the Best Of Show award.

2:20 p.m. - Winners will be announced.

For more information contact WUMFA at (517) 253-7730. We hope to see you all there in August. ✿

Ikebana Display

One of the highlights of this year's WUMFA Centennial Celebration was the Ikebana display presented by Laurie Wareham, certified Ikebana instructor, sponsored by the Ichiyo School of Ikebana. Pictured is Laurie and examples of her work. 🌸



WUMFA

Wisconsin & Upper Michigan
Florists Association

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Instructor: Lisa Belisle AIFD, CF

Price: \$55 Member/\$75 Non Member

Gone are the days of perfectly photo-shopped pictures and generic descriptions. Customers are looking for unique arrangements that only your shop offers. They want to see what you can create with flower magic and read those colorful and emotional descriptions. In this three-hour workshop, we will photograph pieces that are very difficult to shoot. We will set up multiple stations with photography equipment, indoor and outdoor, and show you how to capture the best photograph. You may use your smart phone or a professional camera. Afterward, we will edit the pictures with some great apps and learn how to make the pictures professional quality while adding verbiage.

Setting up a social calendar and posting schedule is an overwhelming project. Bring your laptop and smart phone and you will be creating content that you can use for the summer months. Walk through some social media and Google Business must dos to capture the attention of your potential customers.

Dates and Locations:

Tuesday, July 23:

**Metcalf's West, 7455 Mineral Point Rd,
Madison, WI**

Wednesday, July 24:

**Charles the Florist, 219 E. College Ave,
Appleton, WI**

Thursday, July 25:

Lockers Florist, 1640 S 83rd St, Milwaukee, WI

Call Cindy at (517) 253-7730 or go to
wumfa.org to register.

Oops!

Lisa Belisle AIFD, CF, was inadvertently left off the 2019 WUMFA Convention committee chairs list. She served as design contest chair. We apologize for the error.



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WUMFA

Art 'Blooms' at Milwaukee Art Museum

Once again this year the Milwaukee Art Museum hosted its annual Art in Bloom competition featuring 40 floral arrangements inspired by the museum's paintings and sculptures. In addition, there was a floral fashion show featuring flower and foliage dresses and the Iron Design Competition.

Judges' award for first place went to Wood Violet's creation for Georg Baselitz "Eagle (Adler)" followed by second place winner from Arranged: Flowers with Friends depicting

"Landscape (Paysage)" by Nicholas de Stael. Third place winner Belle Fiori, Ltd. created the look for "Battle" by Marino Marini while *Bonnie White Floral Design received an honorable mention for Le Pere Jacques (The Wood Gatherer) by Jules Bastien-Lepage. ✿

Photos courtesy Front Room Photography and the Milwaukee Art Museum.

**WUMFA Member*



First Place



Second Place



Third Place



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INDUSTRYINFO

INDUSTRY INFO

Agriflora 2019 Will Feature Smaller Growers, Variety

Smaller growers and greater variety will be on display at Agriflora 2019, September 30-October 2, at Centro de Exposiciones, Quito, Ecuador. Over 70 smaller sized growers are exhibiting. The show is expected to attract buyers from all over the world. Next to these small first-time exhibiting growers, larger growers are present, as well as suppliers, cargo agencies and breeders. In total 132 companies are exhibiting.

As of this year, Agriflora will become a yearly rather than biennial event. This year's dates connect with the biennial international flower exhibition in Colombia which allows international visitors to combine and attend both shows in one trip.

AIFD Members Create Floral Therapy Designs

Catholic Charities' Meals on Wheels and Nevada Senior Services in Las Vegas, were just two of the organizations presented with a floral gift at the American Institute of Floral Designers "Blooms Over Las Vegas" event, part of the July Symposium. Volunteers designed fresh floral creations and shared this special floral therapy with select residents of Las Vegas.

"Based on research, receiving flowers has an immediate and lasting effect on a person's emotional well-being. We want to "Awaken" those feelings in our Las Vegas residents," said Connie Jo Harris AIFD, CFD "Blooms Over Las Vegas" chairman.

The "Blooms Over" program was started by Kirk Pamper AIFD in 1993. He wanted to see the flowers used in the Symposium programs have a second life and brighten the day of people in need. Each year since 1993 the program has been a part of the AIFD National Symposium.

Floral Underground, Derek Woodruff Honored

Derek Woodruff's Floral Underground, Traverse, Michigan, took third place in the Wedding Florist category in the June issue of *Traverse* magazine. More than 10,000 voters from across the state weighed in on 101 things they love about Northern Michigan from best burgers to wine tasting room to wedding venue. Their votes determined 300 Red Hot Best winners and 700+ honorable mentions.

Woodruff, AIFD, CF, PFCI, was also notified recently of his acceptance into the American Academy of Floriculture. He will be inducted at the Society of American Florists convention in September.

Flower Named After New Royal Baby

A yellow chrysanthemum named in honor of the Duke and Duchess of Sussex new royal baby was on display at the recent Chelsea Garden Show in London. "Archie Harrison" in honor of the little royal, born May 6 debuted at the Royal Horticulture Society's Malvern Spring Festival.

Since the flower was cultivated ahead of the baby's arrival, the yellow color was chosen to keep it gender neutral, according to *Country Living*.

IFTF Celebrates Its Tenth Anniversary

The International Floriculture Trade Fair is celebrating its 10th anniversary, November 6-8, at the Expo Haarlemmermeer in Vijfhuizen, the Netherlands. Exhibitors included international flower growers, and plant producers. Between 20,000 and 50,000 visitors are expected to attend.

Memorial Day Flowers

The floral industry participated in Memorial Day ceremonies at Arlington National Centenary by handing out 200,000 stems from Colombia, California and Ecuador and 30,000 more on Monday. In total there were over 150 cemeteries participating this year.

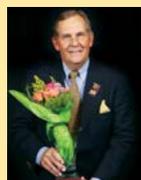
FTD Files for Chapter 11 Protection

FTD filed for Chapter 11 bankruptcy protection last month. The company has over \$200 million in debt as a result of its purchase of ProFlowers in 2014. It has received a \$94.5 million bankruptcy loan to continue in business.

Nexas Capital, a private equity firm, has made an offer to buy FTD's flower delivery business in North and Latin America including Pro Flowers for \$95 million. The founder of Edible Arrangements has made an offer to buy Shari's Berries, and Personal Creations.

Interflora UK is not part of the Chapter 11 filing and has been sold to a subsidiary of The Wonderful Company owned by Stewart and Linda Resnick, owners of Teleflora.

Mark Nance Retires from Bloomnet



Mark Nance AAF, president of BloomNet, has retired after 14 and a half years at the head of the company.

He joined BloomNet in 2004 as vice president of marketing and sales and became president two years later. Previously he was the chief marketing officer of American Floral Services and a member of the team that merged AFS and Teleflora.

In 2018 he was honored by the Michigan Floral Association with its Lifetime Achievement Award. The GLFA would like to thank Mr. Nance for his lifetime of industry service and wishes him the very best in retirement.

Pat Michael Retires From DWF-Flint



The Great Lakes Floral Association would like to congratulate Pat Michael and thank him for his lifetime of dedication and service to our industry. Pat retired from DWF-Flint on June 30, 2019, after fourteen years. Prior to working for DWF Pat worked 31 years for Florexpress Inc., in Warren, Michigan.

When asked about his future plans Pat said, "I plan on taking it easy and traveling. I will miss all the great people I've met over the years!" We will all miss you too Pat. Wishing you a happy and healthy well deserved retirement!

Make 2019 the year you and your employees become Certified Florists!

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NEVILLE ON THE LEVEL

LET'S GET THIS PARTY STARTED!!!

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

I've had incredible experiences doing many wonderful events across Canada, in pretty much every season, but for me summer is a favorite. There's less worry about weather and the abundance of beautiful (often FREE) product is fabulous. Now, of course all seasons come with their own set of challenges.

I did a late June wedding in the forest which was beautiful other than it was for nudists and it was tick, black fly and mosquito season. No, I didn't go (I didn't want an organ recital) and there were no boutonnières. I did another in late summer and a hurricane hit knocking out not only the power but many trees. Getting greenery wasn't an issue and thankfully everyone was safe and alive. It pays to have flowers arrive a few days ahead of time.

Beach weddings are another thing, and I think a bit overrated, because as sure as there's salt in the ocean, the wind will come up and blow sand and my flowers everywhere. I did a garden wedding at a hotel; so pretty, but apparently no one knew there was some sort of dog show thingy going on, and as cute as doggies can be, a bunch of them running about at a wedding can wreak havoc. And then the lake wedding: The family lured geese onto the grounds for a week because they'd be "pretty". Those geese left a lot of presents which did not go over well at a damp 11:00 a.m. wedding.

I could go on, but this is supposed to be informative, not therapy for me.

There's lots of ways to take advantage of this season and make a bit more money, especially when everything is blooming, and people want to use Granny's lilacs or Aunt Jean's hydrangeas, (or that dahlia named after me. Ha-ha!).

I say, load up. Look, the more you work with a client and make them feel important, the better they'll feel about spending money after seeing what you're saving them. I have often "asked" if we can gently prune a bush or take a few blooms from a plant that would be perfect as an addition to what we're using.

I make great use of moss and twigs from the woods, driftwood and shells that are harvested or bottles and old pots that are offered. Remember, too, that for many events, what you do will go a long way to whether they and all their guests will use you or not in the future.

People have children, and for some reason want to take them everywhere. That's fine, I guess, so long as they don't get in my way when I'm trying to set up an event. And they're often are underfoot because I swear their parents use us an excuse to get rid of them for a little while. I add that service in the bill by the way...my name isn't Nanny Neville.

Anyway, when I have children in the midst and the Wi-Fi reception isn't great, I try to have a few flower "kits" good to go. This is something you can make and sell or offer to clients, too. Simply, get mason jars, put a pair of children's scissors inside and there you have it.

Get the sweet little "buds" to harvest all sorts of wild flowers and grasses, maybe giving them a few of your bits and bobs, and create smashing arrangements that can go in the Johnny-on-the-Spots, on guest tables or taken in as gifts for Mum and Dad. Hey, it's cheaper than the therapy I would need later.

We live in a beautiful diverse country, and one thing that really gets up my dress is when folks feel the need to overdress the beauty of the outdoors. I seem to spend more time trying to get clients to put efforts into decorating that awful porch or spending a penny or two on getting rid of those half-dead plants in the garden than putting an arch in front of a fabulous view of the lake.

Please, I love a surprise as much as the next person, but it's OK to put a little effort at the entry to an event. I know a place here where we joke how we have to go through the boat graveyard before getting to the venue.

You get one chance at a first impression. I want everyone to have a great time and by focusing on specific things we can make a stronger statement.

So remember, when you've got a big space look at where you want everyone to look, and leave the rest...no one will notice if you don't draw attention (take that, leopard-print tights). Here's to a great summer, and to your own Ta Da moments!! ✿



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Great Lakes Floral Association Fantastic Education Sessions!



Introduction to Basic Floral Design

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Monday - Friday

August 5, 2019 - August 9, 2019

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

Member \$1000 • Non-Member \$1250

Instructor: Cindy Ching, AIFD, CF

Includes all flowers and supplies. Lunch on your own.

Limited enrollment of eight ensures each student receives personal attention.

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

Intermediate Floral Design

One Week Course

Monday - Friday

October 14, 2019 - October 18, 2019

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. The CF Manual can be purchased at www.greatlakesfloralassociation.org or call (517) 575-0110. It is recommended but not required. Students who do not wish to take the CF exam will still be welcome. Time will be divided between lecture and hands-on design. A sample test will be given on each topic.

You will take home your designs. There are 36 hours of classroom instruction time. Since this is a personal enrichment course there will be no exams. Limited enrollment of six ensures each student receives personal attention. Includes all flowers and supplies. Lunch on your own.

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

Steps to Certification

Wednesday, October 9, 2019

10:00 a.m. - 4:00 p.m.

Members \$149 • Non-Member \$199

Instructor: Cindy Ching AIFD, CF

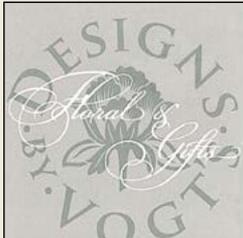
- Do's and Don'ts for Testing
- Methods and Mechanics for Hands On
- Insight and Answers

Includes all flowers/supplies. Lunch included in registration. Class enrollment limited to 12.

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

Go to www.greatlakesfloralassociation.org for complete course information.
Download registration forms, or call Cindy (517) 575-0110.

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