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# The Professional Florist

Volume V 2019


Make Every Day a Holiday

2020 GLFEE Design Contest Themes

The View from a Small Town Florist

AIFD Symposium Pictorial

A Wholesaler's Holiday Perspective

A Session with Gregor Lersch

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# The Professional Florist

*Cover Photo courtesy of AIFD and Ron Dehacopoian Photography*


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GLFALEADERSHIPREPORT

# Credit Card Processing, the GLFA/RPN Way

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

In the fall of 2015 the Michigan Floral Association, dba Great Lakes Floral Association (GLFA), entered into a credit card processing partnership with Retailers Processing Network (RPN) in order to help our members process their credit card transactions at the best possible rates with the best possible local customer service. I'm pleased to say four years later this partnership gets stronger every month and is meeting the goals with our membership.

Our partnership offers the most experienced non-bank merchant credit card processing solution in the country.

What does this mean for you? It means you don't have to worry about any hidden fees, teaser rates, handcuff contracts or other "secret ingredients" normally used by other companies. We have the expertise and the resources to offer virtually any type of business in the USA a custom-built credit card and electronic payment solution that gives the business everything it needs (and nothing it doesn't) at a fair price.

RPN has processed more than eight million transactions this past year alone for businesses all over the country, to the tune of almost a billion dollars! Whether your business is a traditional retail florist, event specialist, wholesaler or grower, using a POS system and/or conducting online business, you can count on the network to provide a solution for you.

You can download a free "request a quote" form here: *https://greatlakesfloralassociation.org/wp-content/uploads/2019/05/qq_form_terminal_mfa_021616.pdf*

Or simply call the GLFA offices at (517) 575-0110 and we'll be happy to get the ball rolling for you.

## SEARCH Great Lakes Floral Association

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## INMEMORIAM

**James Oscar Yelverton** has died at the age of 80. His son, Robbin Yelverton is the co-owner of Blumz...by JRDesigns, Ferndale, Detroit, and Holly, Michigan. James Yelverton worked for over forty years at the Illinois Central Gulf Railroad before retiring.

He is survived by his wife, Kathryn; three sons, Robbin Yelverton (Jerome Raska); Clint Yelverton (Sandy Brewer Yelverton); Darryl Yelverton (Kim Wright Adams); brother, David Yelverton (Norma); sisters, Alba Maria (Hubert) Garner, Texine (Paul) Gregory; four grandchildren and two great grandchildren.

In addition to floral arrangements, contributions to the Michigan Floral Foundation were encouraged.

## Welcome New GLFA Members!

### Main Street Floral & Gifts Inc.

Melissa Hinkson
1011 Newberry Ave.,
Newberry, MI 49868
Phone: (906) 293-5101
*www.mainstfloralandgifts.com*

### In Bloom Flowers & Gifts

Kendra Bills
126 W. Wayne St.
Maumee, OH 43537
Phone: (419) 794-3000
*https://newinbloom.com*

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- Flat-Rate Option for Easiest Bookkeeping
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- EMV/Chip Card Compliant Terminals

Program administered by Retailers Processing Network®, a registered Independent Sales Organization for CB&T, Columbus, GA. Retailers Processing Network® is a member in good standing of the Electronic Transactions Association.

## 2. Data Breach Protection

A data breach involving customers' credit card information can cost your business tens of thousands of dollars — even put you out of business.

This coverage, which is provided at no charge with each merchant number, provides up to $100,000 of protection should the unthinkable happen. It covers things like:

- Forensic audits
- Fines from the card brands
- The cost of notifying your customers
- The cost of the banks reissuing cards

## 3. American Express®

American Express can now be set up to run on our system just like Visa, MasterCard and Discover. Now you only have to set up one merchant processing relationship instead of two.

- Simple merchant processing relationship management
- Single point of contact
- Faster payment
- Same statement for reconciling

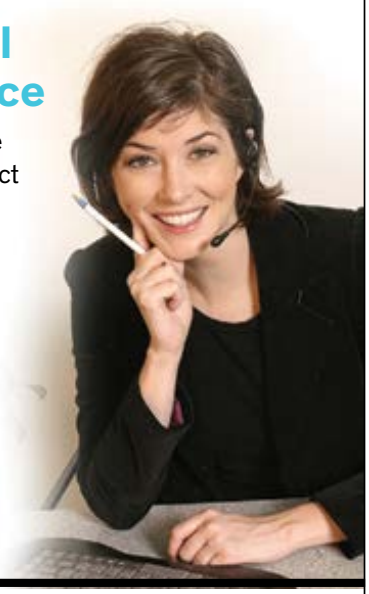
## 4. Recurring Payments and Mobile Processing

**Looking for an easy, secure and reliable way to process payments anywhere you do business?** With our virtual terminal, you get all of that and much more!

- Set up automatic customer billing for recurring charges
- Upload batch files
- Generate printed receipts or e-receipts
- Set up multiple users with different levels of access
- Process ACH transactions
- Use your smartphone or tablet to process transactions

## 5. Best Personal Customer Service

Our Customer Service Reps are full-time employees, not contract workers in an outsourced call center halfway around the world. Their knowledge and experience (an average of 12 years in their positions) are the reason they know the answers to members' questions and score at the top on follow-up customer satisfaction surveys.



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CFREPORT

# Design Style

BY CINDY CHING AIFD, CF

## Parallel Design Systems

Parallel systems are simplistic designs that feature groups or clusters of linear botanicals with clean, strong, vertical or horizontal lines. All of the stems in this style follow the same direction and are equidistant to one another. However the height of each group of materials may be varied. In traditional parallel system designs, each group consist of only one type of botanical species, and all materials should be within the edges of the container. This more modern system has groupings of cattails and yellow daisy pomps, next to a grouping of orange lilies, followed by a grouping of liatris and purple statice. These designs are simple and yet very dynamic.

**Make this your year to become a Certified Florist!**

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

CF Steps Class, Wednesday, **October 9, 2019** at the MFA office in Haslett, MI.

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

All lined up and ready to go.

Melissa Maas, Teleflora Wisconsin unit president, and her merry band of "muggers".

# Michigan and Wisconsin Teleflorists Deliver Smiles

Teleflora's Make Someone Smile® Week was a resounding success in Michigan and Wisconsin as board members of both Teleflora units designed and delivered over **4,000** Teleflora Smiley Mugs and Teddy Bear arrangements. Nationwide over 30,000 bouquets were distributed.

The mugs were sent to organizations such as nursing homes, Meals on Wheels programs, VA medical centers, hospitals and pediatric units as well as to volunteers serving their communities. Many volunteers, Girl Scouts, Boy Scouts, church organizations, retirees and businesses helped design and distribute. Growers and wholesalers provided the flowers and plants for this ninth annual event.

Wisconsin Volunteer David Lang shows off a finished mug.

Michigan Unit Vice President Ariel Ingram and her daughters delivered mugs in the Flint and Mt. Morris area.

Active duty senior airman, Tyler Sommerfield; retired Air Force veteran, Renee Mousseau, and her granddaughter Lexi Rankin at the VA hospital in Saginaw, MI.

# A Valentine's Day Floral Celebration

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

Everything's coming up roses...and calla lilies in this arrangement for Valentine's Day. Here, the black ceramic vase gives a contemporary look to the design. Red roses are inserted low as the focal point with white calla lilies providing rhythm. Aspidistra leaves wrap around the roses and move upward to create tension. This Valentine's Day extravaganza is sure to make any heart flutter.

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GLFEE

# Memories Are Made of This

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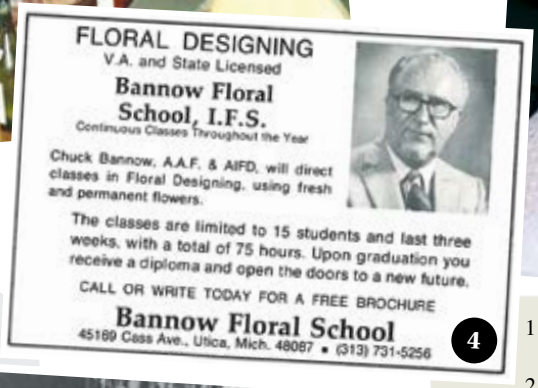

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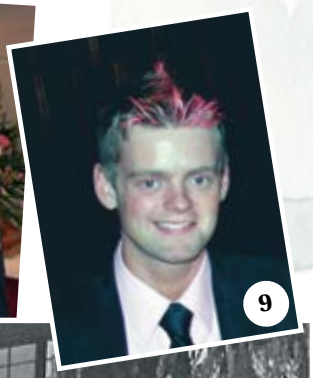
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1. Dr. Barb Fails CF, keeping up with the latest trends in a hands-on workshop.
2. Left to right: Past President Suzie Kostick AIFD, CF, PFCI, Brad Youngstrom, Laura Parker, AIFD, CF and Collette McClinton.
3. Board retreat at Torch Lake in 1980.
4. A December 1976 ad for the Chuck Bannow Floral Design School.
5. Past Presidents Council meeting: Bill Klein, 1983-84; Bob Weigold, 1982-83; Don Weber, 1975-76; Dave Bos, 1984-85; Jim Gaunt 1984-85; Paul Weiss, 1979-80; Vince Adamo, 1976-77; Bill Durant, 1980-81; Gil Furnival, 1978-79, and Gordon Perkins, 1981-82.
6. Robbin Yelverton AAF, AIFD, CAFA, CF, PFCI, Blumz...by JRDesigns, with Jeanette Ballien, Gaudreau the Florist, and her daughters Liz on the left and Emily on the right.
7. Nordlie Inc. sponsored design session with from left, Reini Moser, Moser's Dried Flower Barn, Bette Deprez, and Marilyn Tanis, Eastern Floral & Gifts.
8. Deb Patterson, Patterson's Flowers, and Bob Friese AIFD.
9. Derek Woodruff AAF, AIFD, CF, PFCI, Floral Underground, all dressed up and rarin' to go.
10. Gary Wells AIFD, West Michigan Florist Supply, explains his design techniques in 1984.

# 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!

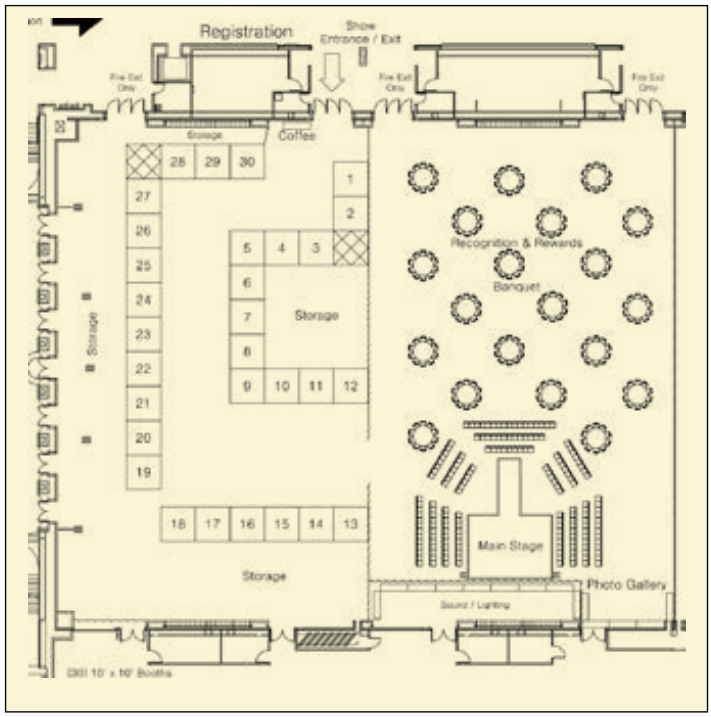
The Great Lakes Floral Association depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at the 2020 Great Lakes Floral & Event Expo you not only reach potential customers,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




FLORAL AND EVENT EXPO
GREAT LAKES FLORAL ASSOCIATION
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A CENTURY OF STRENGTH
100th Anniversary

GLFEE

*Sign up now!*

# Get Ready for the Spectacular 2020 GLFEE Design Contest

*Sponsored by* FloraCraft and the California Association of Flower Growers & Shippers

The Great Lakes Floral Association has announced **Design Contest Themes** for the 2020 Great Lakes Floral and Event Expo. One of the premier floral design contests in the country, this year the contest will celebrate the 100th year of the Association. So, pack up your tools as we prepare to meet in Grand Rapids, March 6-8, honoring the Centennial year 2020. A challenge of design skills and creativity, as you take this opportunity to learn and compete with your peers.

Brenda Hankis, 2019 Designer of the Year.

First place winner 2019 Professional Division.

***STUDENT DIVISION***

HIGH SCHOOL LEVEL

***Theme: Instafamous***

Participants will be designing for their favorite pop star using only one type of fresh flower. Assorted greenery and enhancing products will be allowed for this theme.

***COLLEGE / PROFESSIONAL NOVICE***

***Theme: Old School***

Contestants will glam up an old pair of shoes with fresh or silk flowers for a Hollywood premier or concert for the celebrity of their choice.

***PROFESSIONAL DIVISION***

***Theme One: A Royal Bash***

Create a fascinator for a royal, perhaps one of the many British duchesses, to wear to the Royal Ascot races. Silk/permanent materials to be used for this category.

***Theme Two: 100 Years Ago***

Design a modern version of a classic bridal bouquet inspired by one that may have been used in 1920. Materials for this may be a combination of any fresh flowers and foliage plus enhancing elements of your choice.

***Theme Three: Modern Resort***

Create a design for the front desk of a resort hotel. Colors/materials of the lobby are slate grey, sage green and platinum. Any combination of fresh or silk flowers, foliage and design enhancing materials may be used.

***SURPRISE PACKAGE***

If you have entered all three professional categories, you may enter this category. An on the spot design competition. All materials will be provided for contestants to create their design.

***PEOPLE'S CHOICE***

***Theme: 2020 Millennial Bride***

Create your interpretation of a bridal bouquet and matching boutonniere to suit the taste of the 2020 Millennial bride. Fresh flowers and fresh foliage to be used with your optional choice of design enhancements such as jewels, wire, ribbon etc. These bouquets will be displayed near the GLFEE Flower Shop at the West Michigan Home & Garden Show at the west end of the Grand Gallery at DeVos Place. This location will allow the public to vote for their favorite.

***ACADEMY***

***Theme: 100th Year Gala!***

For those who have achieved Academy level it's time to show off your talents.

With passage of the Volstead Act in 1920, the manufacturing, transportation and sale of alcohol became illegal in the United States. The era from 1920-33 became known as Prohibition and The Roaring 20's. Illicit clubs or liquor stores known as Speakeasies, Blind Pigs or Blind Tigers popped up throughout the country. People defied Prohibition and rejected traditional styles of dress and entertainment. It was a freewheeling culture of prosperity, fast cars and jazz.

Your assignment, is to create a speakeasy entrance which will be used at the GLFEE Saturday night banquet for photo ops and to enhance the Roaring 20's party theme. These will be designed on site Friday. Any combination of materials may be used.

Download a complete 2020 design contest registration packet at
https://greatlakesfloralassociation.org/greatlakesfloralexpo/

Sign up now!

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MFFREPORT

# Show Us the Money in 2020!

## Celebrate the Centennial Celebration at the Great Lakes Floral and Event Expo by Contributing to the Michigan Floral Foundation at the Saturday Night banquet!

*Over $1,000 was contributed to the Michigan Floral Foundation at the 2019 Great Lakes Floral and Event Expo. Here, MFA President Jerome Raska AAF. AIFD, CAFA, CF, PFCI, and some of the contributors take a bow at the annual banquet.*

The Michigan Floral Foundation (MFF) was established to support and advance the floral industry, its members and their communities. It 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 contact us at (517) 575-0110 or go to *www.greatlakesfloralassociation.org.*

** Recently Jerome Raska did this to honor his late mother and Robbin Yelverton did the same for his late father. Together they raised over $1,000. MFF would like to thank them for their thoughtful suggestion for donations.*

## YOU Decide Nominees for the GLFA Awards at 2020 GLFEE!

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

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

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

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

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

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

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

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

**Special Recognition –** This award is presented to an individual or company who by their exemplary dedication and contributions has directly benefited the Great Lakes Floral Association. They must be an active member or an employee of an active member of the association.

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

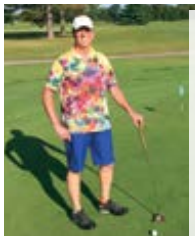
# GLFA Goes "Fore" Fun at the 2019 Golf Outing

The Great Lakes Floral Association held its annual golf outing last month at Eldorado Golf Course in Mason, MI. This year there were eight teams consisting of 32 golfers participating in a four person scramble format on the White and Blue courses. The day began with check-in and range balls before a 10:00 a.m. shotgun start. Everyone enjoyed hamburgers, hot dogs, chips and a cookie for lunch at the turn.

Each team had the opportunity to purchase up to eight mulligans at a cost of $5 per mulligan. This raised $280, with a100 percent donated to the Michigan Floral Foundation for future educational purposes.

All golfers met in the clubhouse following the round for an awards ceremony. All players received prizes thanks to our generous sponsors.

**Eagle Sponsor:** Hyacinth House
**Birdie Sponsors:** Mayesh Wholesale, MHI Fund
**Par Sponsor:** Strider
**Tee Sponsors:** DWF-Flint, FloraCraft, FloristWare and Teleflora.
**Raffle Prizes:** AHC Hospitality and ExperienceGR
**Mens Winning Team:** Jim Schmidt, Bill Schmidt, and Chip Solomon (all from Hyacinth House), Charlie Schwarz (Wexford Missaukee Inter. School Dist.) with a score of 60.
**Mixed Winning Team:** Janice Curran (Teleflora), Molly Timinski (FloraCraft), Terry Oswalt and Andrew Payne (Mayesh Wholesale) with a score of 62.
**Game Holes for Men and Women:**
**Longest Drive:** Men – Kevin Scicluna (Norton's Flowers & Gifts). Women – Heidi Schmitt (ExperienceGR).
**Longest Putt #1Blue:** – Ryan Mains (Mains Importing).
**Closest to Pin #4White:** – Tony Vear (Mains Importing).



GLFA Region 1 representative Terry Oswalt, Mayesh Wholesale, Romulus, practicing his putting.

Mains Importing team, from left, Ryan Mains, Tony Vear, Jason Mains and Brent Mains, Hillsdale.

Thank you to our Grand Rapids partners for their continued support. Left to right: Randi Talmage, AHC Hospitality, Heidi Schmitt, ExperienceGR and Chris Schroeder, AHC Hospitality.

GLFA region two representative Tim Galea, Norton's Flowers & Gifts, Yipsilanti, and Brent Mains, Mains Importing.

Bill Schmidt, left, and 2019 golf outing chairman, Jim Schimdt, Hyacinth House, Lansing. The GLFA would like to thank Jim for his help ensuring the outing was successful. A good time was had by all.

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Speak-Up: How Your Brand can be Heard in a Socially Connected World

with Sharon McGukin AIFD, AAF, PFCI

WHEN:
October 6-8, 2019
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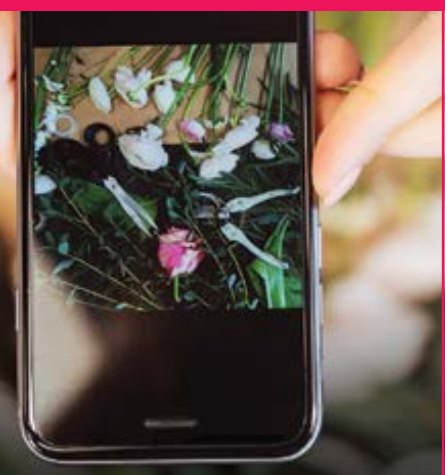

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PFCI Professional Floral Communicators International

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# TOP 10 *Reasons*

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### RELIABILITY:

Wholesale florists are dependable. They stand behind their promises.

### ACCURACY:

Wholesale florists provide accurate order fulfillment and on-time delivery.

### RESPONSIVENESS:

Wholesale florists provide accurate order fulfillment and on-time delivery.

### EXPERT KNOWLEDGE:

Wholesalers have knowledge and expertise about the products they sell.

### CUT-FLOWER QUALITY:

Wholesalers deliver high quality flowers.

### RELATIONSHIP:

Most retailers have a long-term business relationship with their wholesaler. When you call your wholesaler, they know who you are and what your special needs are.

### EASY TO ORDER:

Online, over-the-phone, and/or in-person, wholesalers are by far the easiest source from which to order product.

### CONVENIENCE:

Wholesalers are located relatively near their retail customers. The wholesalers' method of delivery is convenient, and lead-time in ordering product can be short.

### SELECTION:

Wholesalers offer a wide assortment of cut-flower varieties and basic everyday floral supplies.

### COST EFFECTIVE:

Wholesale florists provide cost-effective, store-door delivery in quantities that retailers need and can use without waste.

BENCHMARK GROWERS
EXCLUSIVE BRAND OF
THE QUEEN'S FLOWERS

SUPPORTING LOCAL WHOLESALE FLORISTS ACROSS THE COUNTRY •
THE QUEEN'S FLOWERS

Source: wffsa.org, "Based on a blind, non-biased national survey of independent retail florists, wholesalers represent the best value for the money – and their value comes in many forms – satisfaction, reliability, accuracy, responsiveness, expertise and much more. Overall Satisfaction: Retail florists rated wholesale florists significantly higher in overall satisfaction than farm direct, importers, and wire service floral sources across all florist sales groups and regions of the US."

queensflowers.com

# What the GREAT LAKES FLORAL ASSOCIATION Does For You!

For more than 99 years the Great Lakes Floral Association has offered education, networking, money-making/money-saving programs and opportunities. The Association provides a unified voice in governmental affairs and a platform on social media.

- **THE GREAT LAKES FLORAL & EVENT EXPO**
  Empowered...A Century of Strength, the Annual Convention and Centennial Celebration, March 6-8, 2020, one of the best in the country!
- **PROFESSIONAL EDUCATION CENTER**
  Year-round educational opportunities for you and your employees.
- ***THE PROFESSIONAL FLORIST* MAGAZINE**
  Weddings, Sympathy, Events, Design Tips, Trends, and more in every bi-monthly issue.
- **CERTIFIED FLORIST (CF)**
  Nationally recognized certification program.
- **SCHOLARSHIPS**
  Scholarship dollars are available. Go to *www.greatlakesfloralassociation.org*
- **PROFESSIONALLY STAFFED OFFICE**
  Providing professional leadership and educational opportunities to the floral industry.
- **"FIND-A-FLORIST"** feature on the GLFA website *www.greatlakesfloralassociation.org* – Powered by Google Maps, increasing your ranking in all Google searches, and driving consumers to your business 24/7/365.
- **UNMATCHED CREDIT CARD PROCESSING RATES** Call for a quote today.
- **MEMBERS ONLY** Special, discounted pricing on GLFA events.
- **INSURANCE SAVINGS** This is big! Save on workman's comp, business, auto, personal and health insurance. Call Rod at the office today and request a quote!

If you are already a member thank you for your continued support.
If you are not yet a member join today and take advantage of all Association benefits!
**All this for only $.71 - $1.67 per day, based on your annual gross sales.**

**Join today: Call (517) 575-0110 or go to**
***www.greatlakesfloralassociation.org/join-glfa/***

GreatLakesFloral ASSOCIATION

CREATE A MAGICAL MOTHER'S DAY

## Lush Garden Textures & Creative Natural Accents

Syndicate is proud to offer a superior collection of modern mosses for your floral, home and garden, crafting, and hobby needs.

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VIEW THE ENTIRE COLLECTION ONLINE AT SHOP.SYNDICATESALES.COM/BELLAMOSS.

Syndicate
syndicatesales.com |

# *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.

## Sponsorship Levels:

**Platinum Sponsor:** includes table for eight, half page ad in program, sponsor sign on table, sponsorship acknowledgment in *The Professional Florist* magazine and all electronic eblasts and social media posts, company logo with hotlink to your website on MFF Hall of Fame website homepage for one year. $1500.00

**Gold Sponsor:** includes four dinner tickets, sponsorship acknowledgment in the program, *The Professional Florist* magazine, all electronic eblasts, and social media posts. $900.00

**Silver Sponsor:** includes two dinner tickets, sponsorship acknowledgment in the program, *The Professional Florist* magazine, all electronic eblasts, and social media posts. $700.00

**Bronze Sponsor:** includes sponsorship acknowledgment in the program, *The Professional Florist* magazine, all electronic eblasts, and social media posts. $500.00

### Individual or Table pricing:

$100 per person • $720 for a table of 8
Purchase tickets or a table of 8 online at:
*https://greatlakesfloralassociation.org* (Michigan Floral Foundation tab)

**Call the Michigan Floral Foundation at (517) 575-0110 to reserve your seat, table, or sponsorship today!**

***Platinum Sponsor:***

teleflora.

# The View from a Small Town Florist

**BY MICHELLE PRICE,** AUSTIN'S FLOWERS & GIFTS, FREELAND, MI

Austin's Flowers & Gifts has been in business for approximately 32 years. My husband, Troy and I purchased the business three years ago. There are a total of seven employees, including me and we pride ourselves on customer service, unique style and designs. Helping customers celebrate all of their life events is what we advertise.

In the spring daily business quickly picks up with holidays, proms, and weddings. Holidays are run different than most. There are no specials and all designs are created differently in some way. This is the time to use up single containers that need to be moved. The only fresh designs other than roses that are duplicated are arrangements featured on the website.

Austin's is located in a community with a population just under 7,000 which means the same customers doing the purchasing. When buying gifts for the shop we tend to buy the minimum amounts offered. Our clients have learned if you love it, buy it. If you wait it most likely won't be here when you come back.

"J" months tend to be slower, a time to prepare ahead. Our team works on gridding vases, cleaning wedding rentals, making wristbands and bracelets for prom, prepping our outdoor containers to be planted, etc.

To bring in new customers or remind older customers to shop with us we also run Facebook contests and in-store sales. There are weekly "grab & go" items available. A grab & go is a mixed hand tied, each different but wrapped and ready to go. The price varies from $10 to $18 each week. These do very well.

Keeping our name out in the community is very important. In the past three years, giving back has been a huge part of our shop's make up. Austin's is a proud sponsor of the town's Walleye Festival and the high school's Clash for a Cure football game that raises money for local families who are affected by cancer.

We participate in the "Petal it Forward" movement. We have sold mylar balloons during Valentine's Day, with all proceeds benefiting a local high school girl diagnosed with cancer; during different months throughout the year a part of our grab and go sales go to a specific organizations.

When one of our team lost a family member to suicide, we put together gift baskets, held a raffle in our store, and walked in the Suicide Awareness 5K along with this staff member's family to show our support. We actually had one of our customers match the amount of money we raised.

Our front porch is available as a drop off location for the United Way Shoe collection as well as a pop can drop off site for the Undercover Angels Animal Rescue. These are some of the ways we put ourselves out into the community.

When you are in a small community it is important to be involved in that community. We get to know our customers and their families. We have customers who pop in to say hi, grab a hug or even show us the newest pictures of their grandkids. The Austin's staff is always positive and ready to greet you with a big smile and a helpful hand.

# Promoting Your Special Events Skills

BY GARRETT SKUPINSKI, CF

With celebrities and influencers throwing even more lavish parties to celebrate birthdays, product launches and just about anything else, people are looking to push the limits of special events and the unique decor that comes with them.

This is where you can shine on social media. Whether it's a local fundraiser or a multimillion dollar company, make sure that you are showcasing good technical skill and unique innovative design.

Some special events, unlike weddings, are looking for cleaner more modern designs while others are seeking literal interpretations of the event's theme. So social media is the perfect place to grow your skills and establish a following.

With the power of hashtags and images you can use hashtags outside the norm to draw interest and get exposure to people that will not see your wedding and everyday designs. When was the last time you could use a hashtag such as #starrynight for a space theme or get to try out #CorporateFloralArt when experimenting with new floral styles.

With hashtag followings available on the major creative social sites, people are turning more and more to easily access the things they want to find. Corporate secretaries can literally look up #corporateeventdecor while the fundraiser people can search #casinonight to get inspiration. You want to be part of that inspiration.

Make sure to follow the Great Lakes Floral Association as we transition our social media and look to the future of our floral association.

Design by Arthur Williams AIFD.

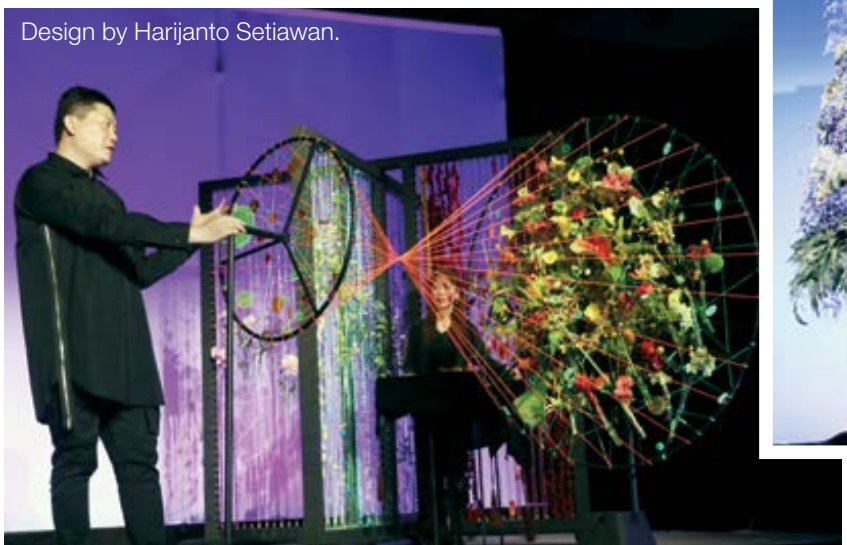
Design by Harijanto Setiawan.

# AIFD Members 'Awaken' to Design Spectacular at 2019 Symposium!

Design by Galina Mahaleva.

Design by Stacey Carleton, AIFD, EMC.

Design by Gregor Lersch


Design by Harijanto Setiawan.

Design by Michael Derouin AAF, AIFD

*Photos courtesy of AIFD and Ron Dehacopoian Photography*

# The Master at Work... A Session with Gregor Lersch

BY PETE SAMEK AIFD

Floral enthusiasts from all areas of the flower industry convened at the Paris Hotel, Las Vegas, for the American Institute of Floral Designers Annual Symposium. The main headliner this year was the incredible international floral artist and educator, Gregor Lersch from Bad Neuenahr, Germany.

Gregor has been a presenter at the Symposium several times throughout the last three or four decades. His artistry and knowledge of floral design is unsurpassed, a true leader among any group of international designers. His countless workshops and floral demonstrations through the years are well attended and often sold out. His guidance and teaching has produced many successful floral artists throughout the entire world.

Gregor's 2019 presentation was called "Displacements... Creating Asymmetrical." As listed in the program displacements are "the act to push items away from and to the creative eye; it is often applied towards symmetrical visible designs." The difference between the initial position and the latter position was demonstrated and explained in the presentation.

When one first read this description, you have to wonder what could he possibly mean? Displacements and asymmetrical balance? What path in floral artistry is he guiding us down? Your curiosity was peaked, wondering what these designs would look like and what types of materials would he use?

When you think about his concept, we have to acknowledge that our brains are hard wired to find comfort in symmetry and we find a safe zone in balance when viewing asymmetrical designs. As we look around us in our own environments, we constantly try to make sense and order of things we see in nature, cityscapes, interiors, food, clothing and more.

In floral design, it is static lines and organized order that calm us. Dynamic or interactive lines create a sensation of frenzy, uneasiness and motion putting us on edge and it is the balance that gives us security and calmness. Think about it, when you see a red-tailed hawk soaring above with what seems to appear as effortless wing strokes to glide through the sky compared to the intense rapid beating of wings of the hummingbird and its jarring, lightning fast movements as it feeds from the flower to flower – this is nature.

You could relate this phenomenon to floral design as Gregor used the Elements and Principles of Design in an effortless way to develop his creations and engage us with fantastic botanicals, technique and asymmetry.

'Displacements' was classic Gregor at his best. He featured designs in several styles including a hand-tied bouquet as well as horizontal, vertical, cascading and diagonal art pieces.

What an amazing idea of floral designs that are re-positioned away from their traditional placements on the container to achieve asymmetry balance.

He uses his creations as teaching tools to show the concept or idea, to reinforce the theory or technique currently at hand. Each composition included a variety of organic materials, each having its own purpose and contributing to the total design. Welded frames were the inspiration for several pieces and he also featured his classic technique of the wire spider web mechanic on top of glass vases.

He has set the bar high as far as asymmetrical compositions and art pieces to places we never ventured to or imagined in floristry. Naturally organic with the respect for the flower, everyone witnessed pure excellence that Gregor does so effortlessly.

If you ever had the opportunity to meet, talk or assist Gregor, you would soon discover that he has an amazing photographic memory. His mind gives him the ability to recognize colleagues and floral designers that he may not have seen for many years. He is able to recall your name, what demonstration and the location where he last met you.

WUMFALEADERSHIPREPORT

# Adding to Your Design Techniques

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT

As designers we sometimes get lost in all the chaos and to do lists. During the Summer months it seems we are always short a person as one or two staff members are on vacation. On some of the slower days you might want to refresh some design techniques to get yourself excited, change up some of your designs and build some momentum for Fall arrangements.

Since I taught the Certified Florist prep class, it's been fun to challenge myself and utilize techniques with product that Mother Nature provides in bountiful quantity. Cattails are everywhere on my drive into the studio so framing came to mind. It was fun creating a couple pieces using foliage that is so long it was brushing the ceiling at times.

Using a bridge outline, insert all the foliage in first on each side of the Oasis Midnight foam and then crossed them at the meeting middle point, securing them with half a U-Glue dash. This not only is nice to look at but pulls your eyes in to see what is inside the frame.

The definition of framing is the outlining of a design on one or more sides using a pair or more of like linear materials to encompass, isolate, contain, showcase or call attention to the other materials within a framed area.

Lots more techniques to go through so please join Students of WUMFA where each one will be posted!

Join us for our Fall WUMFA classes in October where we will be discussing "Why we do the things we do" This is a class for beginners or those who are in the positions of training new staff members.

# Fore!! WUMFA Holds Annual Golf Outing

The second annual WUMFA golf outing was held at Morningstar Golf Club in Waukesha, Wisconsin. Golfers had a sun filled day of fun and networking with WUMFA members and friends.

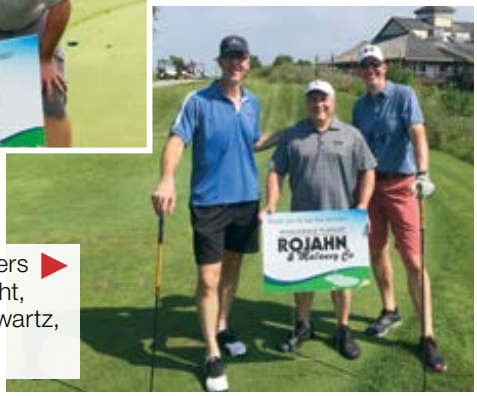
First place winner with a score of 64, eight under par was Country Flower Shop, Cudahy, WI. while first runner-up went to Team Teleflora/Design Master/WUMFA who shot a five under par 67. Rojahn & Malaney, Milwaukee, WI, was second runner-up with a four under par 68.

Rick Rojahn won the raffle sponsored by Chula Vista Resort. The prize included a one night stay in a junior suite, golf and water park tickets for four. Best dressed golfer was Paul Veres.

WUMFA thanks Rojahn & Malaney for their Birdie Sponsorship, Design Master Color Tool for their Tee Sponsorship and Dan Natalizio from Teleflora for help contracting the great golf course.

Left to right: Craig Thome, Paul Veres, Dan Simmons and Bill Bigelow, Country Flower Shop, Cudahy, WI, first place winners.

▼ Team Teleflora / Design Master / WUMFA was the first runner up. Left to right: Rod Crittenden, WUMFA, Lee Sorenson, Design Master, and Dan Natalizio, Teleflora.




The second runner-up winners ▶ Rojahn & Malaney, left to right, Anthony Rojahn, Marty Schwartz, Rick Rojahn.

WUMFA
Wisconsin & Upper Michigan Florists Association

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

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Floral Elements, Madison, WI

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Executive Assistant: Cindy S. Ching, AIFD, CF, Haslett, MI

## Welcome New WUMFA Member!

**Ovans Peony Farm**
Michelle Ovans
W9904 County Road CP, Beaver Dam, WI 53916
Phone (715) 574-9425
*https://ovanspeonyfarm.com*

# WUMFA Education

## Instructor: Lisa Belisle AIFD, CF

### Price: $35 Member/$55 Non Member

This class is intended for new employees, students, and managers planning to train new staff. Every florist has a reason why his or her way is the right way to do something, but can we explain that clearly and effectively to a new staff member or intern? This class will go through teaching the mechanics of setup, knife versus clippers, hand ties versus grids, wire and tape versus glue, flower substitutions, the burrito wrap versus European wraps, to spray or not to spray, and much more. Get inside the teacher's head and understand why florists do the crazy things they do to be efficient and cost effective. We will do one hands-on project together with some of the techniques demonstrated. .

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

### Dates and Locations:

**Tuesday, October 15**
Bill Doran Company
1255 Bellevue St., Green Bay, WI

**Wednesday, October 16**
Bill Doran Company
4710 Pflaum Rd., Madison, WI

**Thursday, October 17**
Rojahn & Malaney Company
1005 N. Edison St., Milwaukee, WI

**Tuesday, October 22**
Krueger Wholesale
10706 Tesch Lane, Rothschild, WI

**Wednesday, October 23**
Chippewa Valley Technical College
Energy Education Center,
4000 Campus Rd., Eau Claire, WI

**Thursday, October 24**
Kohler & Dramm, 2407 E. Hennepin Ave.,
Minneapolis, MN

**Time: 6:00 p.m. to 8:00 p.m.**

**Sign Up Early! Limited Space Available.**

**Register online here: *https://www.wumfa.org/education/classes/why-we-do/***

WUMFA

# Trying Triangles and Manipulating Foliage

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT

Creating floral arrangements with summer colors is a win with most customers. Bold summer colors remind them of days on the beach or holidays by the ocean. If I were to say imagine a Hawaiian shirt or a Mexican blanket the colors (such as orange, green, and hot pink) would pop into your mind immediately.

A designer can pile gorgeous colored flowers into a vase and make a customer happy. However, how about we push the envelope with some foliage manipulation and a technique that gives the appearance of hip stained glass? Using materials, we already have in the shop and taking it one step further not only creates interest but increases the perceived value of the arrangement.

I absolutely fell in love with an orange Accent Décor container using it as inspiration to have fun. I knew I would need to use tertiary colors but wanted to take it two notches above the norm. I grabbed a stack of midollino in hot pink, a hot pink bullion roll and some orange tissue paper.

Start by cutting five midollino sticks in five-inch increments. Take two of the sticks and bind together at the top tightly with the pink bouillon, in a nice clean pattern only about 3-4 mm wide. Twist start and finish ends together and hid the raw end.

Take one unbound end and add another 5" stick and bind. The remaining two loose ends are bound while leaving a nice sized tail of bouillon. You should have a triangle with concave edges (**Step 1**).

**Step 2:** Grab the Elmer's Glue, we are crafting kiddos! Bring out that inner child and your OCD self! Place a very small line of glue around the entire triangle on one side. Put the triangle on tissue paper, glue side down to ensure no wrinkles and pull the tissue tight. After the glue dries fully, cut the tissue paper away with an Exacto knife leaving clean lines and smooth edges. I had one gorgeous triangle I wired to a wooden pick. Create 5-7 of these or until the inner child in you has had enough (**Step 3**).

Next, focus on foliage manipulation. I found the mini version of variegated aspidistra and had a blast with these little cuties. My first version I did a partial knot. Hold the leaf with your thumb and finger of one hand at the junction of the stem and leaf with the front facing you. Grab the tail and wrap around the front creating a funnel shape. Fold the tail inside the funnel and staple to hold shape. (**Step 4**).

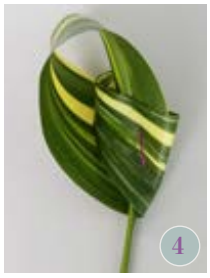
Another fun foliage manipulation. Looking at the back side of the aspidistra grab a sharp scissors and nip the spine 1.5" up from the junction of where the stem meets the broadening leaf shape. Push from the front and very gently pulled up the inner leaf to the outer tip allowing the natural lines to tear themselves apart. Stop pulling about 1 cm from

the end. Play with the twist, turns and loops until you find a natural curve that the new leaf will sit in. Insert into the foam after you recut the stem and make sure both ends have a water source again. Create a pattern of insertions that represent a gift-wrapped package. Do you need to use this many, absolutely not. (**Steps 5-8**).

My bold arrangement was created by using a layering technique. Start with a large green hydrangea head split into five bracts and inserted methodically to cover the most space. I used mini hot pink carnations in clusters of three a slightly bit lower than the hydrangea so that they were not the main focus but gave that pop of contrasting color. The last layer is bright orange spray roses to complete the tertiary color pallet and that soft texture inserted in groups of three to create more impact. However if you look closely they are hovering just above the hydrangea and carnations.

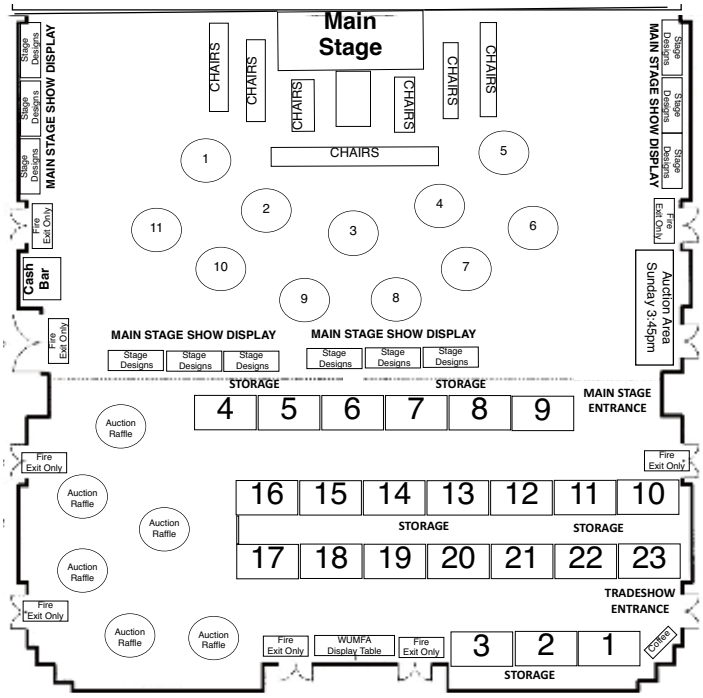
Ready to try some angles? Adding the stained glass looking triangles at the end with picks expands the space and breaks the traditional round fluff with sharp lines that have some serious sexy curves and coordinating colors (**Step 9**).

Can't wait to see how you can expand this idea.



# Plan now to attend the WUMFA 2020 GAME SHOW floral

WUMFA members and friends will gather in Green Bay, Wisconsin, March 27-29, 2020, at the Radisson Hotel & Conference Center for the Annual Convention, **GAME SHOW FLORAL!** The fun filled, educational weekend includes a Friday night opening reception and Saturday evening recognition banquet, plus plenty of time to shop the trade show!




## Trade Show Hours:

- Friday, March 27
  6:00pm - 8:00pm
  Reception & Shopping
- Saturday, March 28
  7:30am - 6:00pm
  - *(Includes 2 hours Tradeshow Shopping Only Time - No Other Scheduled Events)*
- Sunday, March 29
  7:30am - 2:30pm
  - *(Includes 1 hour Tradeshow Shopping Only Time - No Other Scheduled Events)*

## Best Booth Award:

Winner receives award and acknowledgement in *The Professional Florist* magazine

## Exhibitors: Don't wait, sign up today!

WUMFA 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 "**GAME SHOW FLORAL**", you not only reach potential customers, you advance our industry by providing education.

For information contact Rod at (517) 253-7730
or email *rod@michiganfloral.org*. Download your 2020 Exhibitor Kit here: *https://www.wumfa.org/wumfa-annual-convention/*

WUMFA

# Jen Brietbach Wins First Wisconsin Designer Contest

Jen Breitbach, Snapdragon Floral, Elm Grove, WI, won $1,500 and the first place ribbon at the inaugural Wisconsin Professional Designer of the Year contest. She was also the fairgoers pick for the People's Choice award.

Michelle Dewildt of Wildflower Floral Studio, Portage, WI, came in second followed by Valerie Martin of Enchanted Florist Green Bay, WI, in third, and Joe Whitehouse of Charles the Florist of Appleton, fourth. All received ribbons.

The four designers competed at the Wisconsin State Fair. The design competition consisted of two pieces and a surprise element that had to be included in one of the arrangements. The first category was a subtropical arrangement for a buffet at a luncheon honoring the fair's CEO. The arrangement had to include two of three design techniques.

The second arrangement was for a highboy table at cocktail hour and had to include one of the three design techniques. The surprise element was the Oasis® wire mesh which could be used in any way. The final ten minutes were tense as they all finished their pieces and cleaned tables. Even the crowd was nervous. Three professional evaluators made the wait even longer as they looked over the designs.

Congratulations to all the designers as they did an amazing job. A huge thank you to all the wholesalers who assisted with procurement and volunteering. This was our first year for Wisconsin Professional Designer of the Year and it should be celebrated as a success!

Kids at the fair had fun making butterflies.

Winner Jen Breitbach shows off her two blue ribbons.

Joe Whitehouse placed fourth.

WUMFA President Lisa Belisle AIFD, CF, left, with WUMFA State Fair Committee Chair Susan Wilke PFCI, in the WUMFA booth.

Michelle Dewildt came in second.

Valerie Martin, third place winner

# What's Love Got to Do With It ... a Wholesaler's Point of View

**BY MATT REEP,** MANAGER, BILL DORAN CO., GREEN BAY, WI

What is love? Love (n) is defined as an intense feeling of deep affection or a great interest and pleasure in something. When we say we love something it usually falls under these two categories. For example, "I love my children" is a feeling of deep affection. "I love going on walks on the beach" is a great interest and pleasure in something.

What does love have to do with flowers? Flowers show just how much people can care, whether a sympathy arrangement, a birthday bouquet, for Valentine's or Mother's Day. Flowers say that someone was thinking of us and wanted to show how much they love and care.

This year, my floral industry mentor challenged me and my team to find a way to love the major holidays. Love the holidays? What does that even mean? Major floral holidays are often seen as a lot of work. Think of all the prep work, salespeople taking orders, buying flowers, working with the trucking companies, finding space in the coolers and organizing all the product.

The process of getting flowers to our customers can be a daunting. We often look at all that work and become annoyed. However, looking past the work brings everything into perspective.

We have a motto at Bill Doran – "A customer is not an inconvenience to our day, they are the reason we are in business". Customers are the reason we do what we do. We appreciate each and every customer and are grateful for his or her business. By loving our customers and serving them, we help our business, and allow them to achieve their dreams as a florist.

As we look to serve their needs, let's think of how many hands it takes to bring in so many flowers from farms to wholesale house. A majority of product comes from Colombia and Ecuador especially during the big holidays. These products include roses, carnations, pomps and many more. Some products come from Canada, Holland, New Zealand and California. We are blessed to have such amazing partnerships with all of these countries and their farms.

So what does it all take? It takes a lot of organization and communication to ensure that all product needs are fulfilled. Having a great team to work with is key to making major holidays a success. Ensuring that your team is valued and appreciated will help to make the process run smooth.

By "loving" the holiday we are able to achieve tremendous results and ensure that customer needs are met with the freshest product, guaranteed!

# Industry Info

## David Pruitt Named CCFC Interim CEO

David L. Pruitt, horticulture consultant and former flower farmer, has been named the interim CEO and ambassador of the California Cut Flower Commission (CCFC).

Pruitt is a past chair and one of the founders of CCFC. He was previously the general manager of Ball Tagawa Growers, and spent 25 years as a flower farmer and owner of Sea Coast Greenhouses in San Diego County.

Pruitt will lead CCFC until the search for a new executive, currently underway, is complete

## FTD Restructuring Continues

The following is an update on FTD's court-supervised restructuring process. The company has:

Entered into a definitive asset purchase agreement with PlanetArt to acquire Personal Creations for $18.1 million in cash, subject to customary adjustments.

Entered into a definitive asset purchase agreement with Farids & Co., LLC, which is owned by Tariq Farid, founder of Edible Arrangements, LLC, to acquire Shari's Berries for $5.0 million in cash, subject to customary adjustments.

Entered into an amended and restated definitive asset purchase agreement with an affiliate of Nexus Capital Management LP to acquire FTD's North America and Latin America consumer and florist businesses, including ProFlowers, for $95.0 million in cash, subject to customary adjustments. The amended and restated agreement eliminates certain closing conditions and termination rights included in the previously announced agreement.

## Bette Midler Rose Debuts in New York

Bette Midler introduced the "Divine Miss M" Rose at the New York Restoration Project picnic at the New York Botanical Garden. She started the Project in 1995, a nonprofit that renovates and restores neglected NYC parks.

The yellow rose, which is in the Botanical Garden's rose garden, will go on sale to the public in 2020, with proceeds going to the New York Restoration Project in perpetuity

The flower was propagated by combining the John Paul II rose (the father flower) and the Sunny Sky rose (the mother flower).

## SAF Follows Up on Congressional Action Days

Weeks after dozens of growers, wholesalers, suppliers and retailers traveled to Washington, D.C., for the Society of American Florists' Congressional Action Days, lawmakers are giving heightened attention to key industry issues.

SAF has coordinated with 21 congressional offices on follow-up requests for more information on the Floriculture and Nursery Research Initiative and the Floriculture Crops Summary. During the annual event, SAF members met with lawmakers and staff to explain the value of FNRI research and statistical reporting to the industry.

## Dutch Plant Plants for Honeybees

The city of Utrecht has planted the tops of bus stops for their honeybee population. Three hundred roofs have been covered with primarily sedum plants who are taken care of by city workers. The plan is part of the city's biodiversity program which also provides money so that residents can plant their own roofs.

## Dubai Bans Use of Flowers in Food

Dubai's National Committee for Food Safety has banned the use of flowers and rose petals as a decoration or ingredient in the emirate's restaurants. The committee decision to ban natural flowers and roses in conjunction with food and beverages was taken to ensure the quality of restaurant meals in Dubai.

## Sunflower Fields Invaded By Tourists

Sunflower fields in California are being overrun by tourists taking selfies, picnicking, and doing wedding photos. Farmers in Solano County say that these intrusions are destroying crops and disturbing cross pollination.

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# MAKE EVERY DAY A HOLIDAY!

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

Valentine's Day, Easter, Mother's Day, oh, and Neville's Birthday... all long celebrated holidays that not only mark the end of the winter equinox, and religious/spiritual events, but are also times when dollars are spent, flowers are sold and waistlines get bigger.

Look, I love a good ol' holiday as much as the next florist (hahahaha!!) but let's face it, they aren't what they used to be. I remember (I've been in this industry since the 1800s) when holiday flowers and plants came from a FLOWER SHOP, not a gas station. And if you've ever had the great fortune of receiving a "virtual bouquet" well, my darlings.

I was going to write about all the things we need to do to get "ready" for a holiday, like ordering enough roses for V Day and Easter lilies for, well, Easter, but I've changed my mind.

We don't sell roses like we used to at our store, and in the past years have swayed from this approach (Let's face it, roses have become as common as hair on a cat's back at Valentine's Day, and often too cheap to consider competing).

When we opened our store in 1992, we would sell a hundred or so lilies at least for Easter but like the song says, "those were the days...". In order to survive in this ever-changing business, we must evolve, and quickly.

Here's a bit of what we've done and are trying. For Valentine's Day, we offer alternatives to roses as a feature, like exotics, lilies, Spring flowers, etc. This year we sold few traditional dozen roses wrapped, as many opted for the more 'modern" look of these colorful selections.

Now, I'm not saying to rid yourself of red roses, but think of ways to use them better...maybe add one in with a long lasting mix for ro..ro..(sorry, I was gagging) romance, or adding a bag of petals that can be tossed on the dinner table or wherever else they may think of tossing them.

For Easter, we promoted orchid plants (I know they are also common) with the tag line, "Orchids are the NEW Easter Lily!" and it worked!! Be inventive and do your own thing. And, if you haven't done so, start cutting lilies and using them in designs, provided the client isn't afraid or offended by fragrance. I look forward to having these longiflorums as a cut year-round. They are wonderful and are used all over the world but not so much in North America yet.

What's wrong with celebrating a day other than what Wal-Mart, I mean Hallmark, tells us to? As many of you know, I travel a bit and often when I go away, we throw a "Neville's Away!" sale, with all sorts of great offerings. I've gotten messages from folks letting me know what "your staff has done while you're away!" which is hysterical but doesn't stop them from getting a deal.

I know a shoe store that annually had a "wear your pajamas" day and folks who come shopping in their pjs get 50% off their purchases. That won't work now of course, what with the fashion parade that's assaulting our world these days. I'm thinking of having a "Wear slacks or a dress and not tights and get a deal." promotion.

We are very inventive in our beautiful floral industry, so let's get more fun ideas going for a Spring holiday! I am so impressed with the "Petal it Forward" movement and the past successes of Teleflora's "Make Someone Smile" day as examples.

Here's what I want to do this coming Spring, when the days start getting longer and brighter...We ALL loved and miss my dear friend (everyone's dear friend) Bobbi Ecker-Blatchford and one of the many things she did effortlessly was making every day a holiday to be celebrated.

Her head/hat floral jewelry was iconic, and every time I see or wear one, I think of her. I am going to have a "Say it With a Hat" day here in the Spring (let's think of a date so we all can do it together maybe) and get everyone at work to wear floral topknots of some sort, offering great deals for those who come in wearing a decorative headpiece.

Of course, we will also do an on-line promotion, getting people to post their photo for a chance to win something maybe. We also would donate with every purchase to a charity (probably a children's one) and get the media involved too. What fun this is going to be.

I wish you all the best of the seasons and holidays ahead, and hopefully I will get to your neck of the woods to have some floral fun in 2020. I am available for shows, remember.

Look, whatever you decide to do, make every day a celebration. Honestly, flowers celebrate life, from womb to tomb, so let's not forget that.

# Great Lakes Floral Association Fantastic Education Sessions!

GreatLakesFloral ASSOCIATION

## 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

Cindy will guide those who plan on becoming a Certified Florist. Tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the exam. Attendees will leave with a clear understanding of what it takes to pass the prestigious CF exam.
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).***

## 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. (Students who do not wish to take the CF exam will still be welcome.)

The CF manual is the text for this course. You may purchase this manual at *www.michiganfloral.org* or call 517-575-0110. This manual is recommended but not required. All other materials will be included in the registration fee.

The limited course enrollment of eight will ensure that each student receives personal attention. There is 36 hours of classroom instruction time. Since this is a personal enrichment course there will be no exams.

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

***Go to https://greatlakesfloralassociation.org/education-center/ for complete course information. Download registration forms, or call Cindy (517) 575-0110.***


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Alfa Flower Shop (Milwaukee, WI) is Hiring! We are looking for Floral Designers. Part time OR Full time. Some benefits offered. Call and ask for Katie: #414-475-7080.


The Professional Florist

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**MISSION STATEMENT**

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

# BUSINESS CARD ADS

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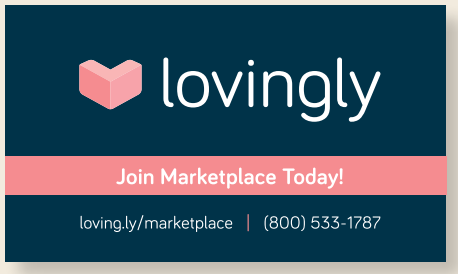

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