



2020 GREAT LAKES FLORAL & EVENT EXPO

March 6-8, 2020

Amway Grand Plaza Hotel/Devos Place Grand Rapids, MI

Empowered: A Century of Strength

BY ALLISON LUDEMA, GLFEE VICE-CHAIR



This year, the Great Lakes Floral Association is celebrating our Centennial...100 years of education, collaboration and unity. Isn't that just fantastic? It's becoming rare these days to see businesses or organizations reach these great milestones and this calls for a grand celebration!

To commemorate a century of strength as an organization, please join us at the Great Lakes Floral & Event Expo, March 6-8, 2020, at DeVos Place Convention Center in Grand Rapids.

This year, we have a star-studded line up of presenters, shows and exhibitors for you to enjoy.

It's so easy to get caught up in our day-to-day 'grind' as florists and event professionals and often we forget to recharge and take care of ourselves. It's important to take time to learn new techniques, learn ways to work smarter and not harder in your business, discover new products and create relationships with others in this industry. I personally find that after each GLFEE conference, I am recharged, ready to serve my customers better and strive to improve my business with all of the information that I have gathered over a few short days.

I am exceptionally excited about all of the great opportunities that are available to our industry through this year's conference....there are amazing bridal and event sessions, phenomenal main stage shows, priceless business sessions and an incredible group of exhibitors on our trade show floor. You can even choose to participate in design competitions, which is always fun and educational. Taking advantage of this weekend will truly help reinvigorate you and elevate your business.

Of course, while I love learning during the GLFEE, we also get to have a little extra fun together. Join the group for this year's Fabulous Floral Field Trip Friday afternoon, attend the kick-off mixer Friday evening and definitely do not miss the awards banquet on Saturday evening. In our industry, we are always the ones delivering and setting up the parties... take some time for yourself this weekend and enjoy attending a party.

Take some time to read through the fantastic line-up of hands-on classes, main stage shows and business sessions, sign up for the design competition and start planning your weekend now. Guest rooms at the historic Amway Grand Plaza Hotel are ready to reserve...don't miss out on an epic celebration this year. See you there! 🌸



2020 GLFEE Design Presenters



JULIA ROSE is an renowned botanical artist with over 20 years of experience. Her work has been featured worldwide and she has an international reputation for her sumptuous organic and naturally eclectic designs be it in bouquets and floral hair arrangements for runway extravaganzas and fashion shoots to avant-garde media campaigns. Julia has created "floral gowns", conducted workshops and demonstrations throughout Australia and Japan, served as creative and arts curator for the Australian Main Beach Spring Flower Festival, designed promotional imagery for the 2018 World Flower Council summit and is known for creating branding images including billboards, social media, and red carpet events.



SANDY SCHROECK AIFD, PFCI, is the owner of Trend On Design in Eden Prairie, Minnesota. She is an award winning designer, trend watcher, and educator. Having gained professional retail and wholesale experience during her career, Sandy has a unique perspective for the promotion of successful floral and gift businesses. She serves as a Smithers-Oasis consultant on product development and photo shoots, is a BloomNet/Floriology design team educator and presenter, and American Institute of Floral Designers national membership chair and national symposium chair. In 2015 she was the winner of the prestigious Bobbi Cup.



ANGELA CHRISTIE CF, has been a floral designer for almost two decades. She works in a small family owned and operated shop in Northern Michigan and has presented at the Expo several times. Being in the floral industry has been a unique career path that has helped her grow not only as a designer and artist but also as a person. According to Angela, the floral community is accepting and encouraging and she is honored to be a part of it.



DONALD YIM AIFD, PFCI, has been in floral design for more than 30 years. He is the creative director of West Van Florist in Vancouver, Canada, the newest member of the Smithers-Oasis design team, and the Sylvia Cup winner, as well as an education specialist at Floriology Institute in Jacksonville, Florida. Deeply influenced by the eastern and western cultures, his approach and award-winning designs have been featured in floral shows and internationally renowned magazines. Further, he has created a YouTube channel, where he shares his floral journey, as well as many design ideas and industry knowledge. He believes that, "One can never use up their creativity. The more you use, the more you have."



RANDY WOOTEN AIFD, PFCI, FTD education consultant, has more than a decade of experience in the floral industry. He is the fourth-generation owner and lead designer at Delorice's Florist in Douglas, Georgia. He has appeared at various design shows and currently serves on the Southern Chapter of AIFD board of directors. His first book, *Jubilation*, was published in 2015. In 2012, the Georgia State Florist Association presented him with the 2012 Retailer of the Year Award. His passion for the floral industry is deeply rooted in education, which he believes is the key to the industry's survival.



JACKIE LACEY AAF, AIFD, PFCI, has over thirty years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market and wedding/event design experience. Jackie utilizes his experience to provide education and instructional design programs, market showroom setup, private retail consulting, and

product development as well as design and event planning. His current position as director of education and industry relations with Floriology, BloomNet and Napco and senior design team specialist and ongoing contributor for *Floriology* magazine keeps him on top of market trends, current design trends, industry education and retail marketing.



DEBORAH DE LA FLOR AIFD, PFCI, is well-known for her passion, enthusiasm and ability to connect with others. She opened her shop in Davie, Florida, in 1986. She serves as a certified FTD and AIFD judge and in 2019 represented the United States as a jury member for the Fleurop-Interflora World Cup in Germany. She was also a judge for the Interflora FTD World Cup in Philadelphia in March 2019. In August she was head judge for the 2019 World Flower Art Contest in Beijing. Additionally, she serves as an FTD design instructor and is the winner of many awards.



JODY MCLEOD AIFD, PFCI, has over 25 years experience as a designer and retail shop owner. He is a former North Carolina designer of the year. His career began as a delivery driver and most of his design education was achieved through state scholarships, local wholesale programs and hands-on workshops. He is a Teleflora Education Specialist and as a member of the Syndicate Sales design team he shares his knowledge of

and retail strategies and presented on the main stage of the 2018 AIFD Symposium. He also has served as the mayor of his hometown of Clayton, North Carolina, since 2004..



HOLLY HEIDER CHAPPLE began her wedding and event floral design business over 25 years ago. In 2010, she founded The Chapel Designers, which is an international collective of wedding and event floral designers. Holly has taught her signature design style in Russia, Australia, China, England and Canada. In October 2017, Holly and Syndicate Sales partnered up to create a collection of products bearing her name.

The Holly Heider Chapple Exclusively for Syndicate Sales collection features her egg and pillow mechanics along with a signature collection of coordinating vases. In 2018 she presented on the main stage at the AIFD Symposium.



JEROME RASKA AAF, AIFD, CAFA, CF, CFD, PFCI, is co-owner of three retail floral and event operations in Metro Detroit. In the floral industry for over 30 years, he shares his experiences as a Teleflora Education Specialist with florists, garden clubs, and suppliers across the country. He has served as chairman of PFCI, as well as president of the North Central Regional Chapter of AIFD. He is the current president of the Great Lakes Floral Association. He

received the Tommy Bright Award for excellence in floral design presentation and was named designer of the year by the National Alliance of Floral Associations.



GARRETT SKUPINSKI CF, is an internationally recognized designer with a long history as a GLFA member. He is a Floral Fundamentals Ambassador along with winning many design awards internationally. He loves high couture experimental design styles, unique large scale displays and international design. Garrett's passion for design and education has taken him throughout the United States, Canada,

and multiple countries in Europe learning, teaching and designing. He has been very active at the Great Lakes Floral Expo and has chaired multiple Expo committees.



2020 GLFEE Design Presenters



MEGEN KASSUBA is the store manager at Eastern Floral's Grand Rapids location. She has worked for the company for 10 years. She has a background in landscaping and business marketing. She has worked extensively to train both new employees and designers, bridging the gap between sales and design. This will be her second time appearing at the Expo.



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



MATTHEW BLIND is a freelance floral and mixed media designer based in St. Louis, Missouri. While a love of flowers came early in life, the passion to turn it into a career came after a nudge from friend and mentor, Nora Case, of Flora By Nora, Denver. In 2014 he began working at Alex Waldbart Florist, St. Louis' oldest florist. Matthew frequently freelances with other designers across the country; picking up new trends, methods, and friends along the way. He has competed internationally in design competitions and teaches classes for other professionals in the industry, and passionate at-home designers.

2020 GLFEE Business Presenters



RENATO CRUZ SOGUECO AAF, PFCI, serves as vice president of digital strategy and education at BloomNet. His primary role is to help florists build web sales and engage their customers by developing customized services and solutions focusing on search engine optimization (SEO), search engine marketing (SEM), social media, content marketing and mobile marketing strategy. He also serves as lead educator

for new technology, digital marketing strategy and business, consumer and demographic trends at the Floriology Institute in Jacksonville, Florida. Prior to joining BloomNet, he was chief information officer for the Society of American Florists.



TIM HUCKABEE FSC, is founder and president of FloralStrategies which offers on-site and distance training to the retail and wholesale sectors of the industry. He combined his experience working at a retail flower shop in New York City along with a marketing degree, passion for great customer service and a dose of common sense to launch FloralStrategies in 1997. The company has expertise in marketing, advertising, HR, web development, every major floral POS system, and customer relations. The premise of the training is treat customers better and they will spend more, return more often, and tell others about their shopping experience.



DERRICK P. MYERS, CPA, CFP, president of Crockett, Myers and Associates, specializes in guiding businesses and individuals toward their financial goals. Over the past 35 years he has established strategies unique to the floral industry. He shares these techniques during his coaching sessions as well as through his seminars. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business. His "Floral Analysis Program" breaks down and analyzes financial statements to show the florist owner exactly where to focus time and energy to reduce costs and increase profits.



PAUL GOODMAN MBA, PFCI, has been in the floral industry for 45 years beginning in 1974 with Florafax International. In 1982 he began publishing *Floral Finance*, a monthly newsletter now owned by Teleflora, aimed at providing financial information, education and control for the retail florist. In 1987 he wrote the only financial manual for the retail florist, *The Profit Minded Florist*. In addition, he has conducted numerous educational seminars throughout

the United States and Canada over the past 45 years. Paul started Goodman's BottomLine Group in 2006, a small group of larger florists focused on improving bottom line performance through one-on-one consulting and group meetings.



DANIEL C. BERRY FSA, MAAA, EA, McGriff Insurance Services, Greensboro, NC has a master's degree in applied mathematics from Michigan State University and is an expert in retirement consulting who has worked in the employee benefits field since 1994. Throughout his career, he has provided retirement plan consulting and actuarial services to for-profit and nonprofit organizations of all sizes and industries across the U.S. and abroad. Dan's experience with retirement benefits has included qualified and non-qualified retirement plans, along with other post-employment benefits. He has provided clients with effective solutions to manage plan costs by aligning benefits, funding, and investment policies with plan sponsors' objectives.



RYAN O'NEIL PFCI, and his wife, Rachael, were the founders of Twisted Willow Design in St. Louis, Missouri, a wedding-focused floral company. From that experience, Ryan created Curate, a florist software that automates the entire "wedding folder." Ryan has personally spoken with thousands of florists since starting Curate and is a constant source of advice about the industry. He is the lead contributor to The Business Of Events blog that shares

all the details of how he and his wife started a floral shop and grew it into a successful lifestyle business.

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GreatLakesFloral
ASSOCIATION





2020 GLFEE Sessions, Friday, March 6

Don't Miss These Fabulous Friday Events!

Fabulous All-Day Hands-On Workshop

***Fashion Forward and Fabulous...
Creating Sumptuous Fresh Floral Wearables**



Presented by Julia Rose • Sponsored by World Flower Council & Kennedy's Flowers
Date: Friday, March 6, 2020 • Time: 9:30 a.m. - 4:30 p.m. • Location: River Overlook, A/B

Wild, free, fashion orientated workshop. Unleash your creativity and have some fun while learning how to make pieces that are forward and fabulous. The workshop will be divided into two parts. In first segment you will learn techniques to create an over the top headpiece but will make a smaller saleable version. Shoulder pads and a woven arm cuff will complete the outfit, an upsell for proms and other body flower occasions. The second portion will feature a full gown. Everyone in the class will add flowers and greenery to the gown which will be worn on stage at the Sunday show. During this session we will be discussing techniques on how to create the perfect media image, from choosing the color palette, shadow and light in imagery through to model placement and the final vision. This workshop encourages fun and curiosity so the attendees can explore their creativity while learning new techniques. Julia Rose encourages the class to share their pearls of wisdom with each other along this journey, inspiring each other as the day progresses. Don't miss this once in a lifetime opportunity to work with an internationally known Australian floral designer. While Julia is noted for making large designs, she will teach you to work with what you have and what your customers will buy. You will go home inspired by the artistry with new techniques that will let you better serve your customers needs. Don't miss this workshop. Lunch is included in the registration fee. Additional fees apply. Bring your own tools.

Make a day of it! Come to Paul Goodman's session and go on the Fabulous Floral Field Trip Tour. Sign up for a full day and take advantage of this outstanding learning experience.

Sign Up Early!

Grow Your Business at an Exciting Business Session!

***Mini-Management Seminar...
Managing the Key Elements
of Profit in a Flower Shop**

Presented by Paul Goodman MBA, PFCI
Sponsored by Teleflora

Date: Friday, March 6, 2020 • Time: 9:00 a.m. - 12:00 p.m.
Location: River Overlook Room E/F

Need to improve your bottom line? In this seminar floral industry guru Paul Goodman will cover the two most important elements that ensure a solid profit, controlling cost of goods sold and controlling payroll. In addition he will look at what an ideal income statement looks like, which gives you the exact information you need to manage for profitability. In the cost of goods sold section we will cover pricing, buying budgets, design room controls, productivity enhancers and how to cover the cost of shrink. The payroll section we will look at proper staffing levels in design, sales and delivery. You will receive a non-holiday staffing tool which will help you determine exactly how many hours of design time you need each day of the week between holidays. An additional staffing tool for sales is also included. Don't miss this money-making business session.



G Christians & Son Greenhouse



On the Road...Again!!!

***Fabulous Floral Field Trip Tour**

EVENT THEORY



Ever wondered how other flower shops display their merchandise? Or where to go to offer your clients unique linens and rental items for their events? Or how about where to get that specialty houseplant your customers are asking for? That's what the tour is for.

Come and learn a tip or trick from each stop as we go from place to place.

Sign up for the GLFA Tour on Friday, March 6, from 1:00-5:00 p.m. Your ticket for this tour includes transportation to all stops, a light snack and priceless knowledge to take home to your shop. Tour leaves from the DeVos Place Lyons Street entrance. Don't delay. Space is limited.

This year's tour includes:

- Eastern Floral: A premiere Grand Rapids florist that has been in business for over 60 years and is a nationally named Teleflora Top 50 florist.
- Kennedy's Flowers and Gifts: A long-time family owned florist in Grand Rapids that has been named *Florist Review's* Retail Florist of the Year.
- Christian's Greenhouse: A family-owned greenhouse that specializes in houseplants and delivers gorgeous products all over Michigan.
- Special Occasions West: A specialty linen and rental company with locations in Grand Rapids, Grand Blanc and Traverse City.
- Event Theory Grand Rapids: A high-end design, décor and production company with locations in Grand Rapids and Warren.

Hands-On Workshop

***Always a Bridesmaid**



FFA Student Certification Test Preparation

Presented by Angela Christie CF • Sponsored by DWF Flint/Toledo

Date: Friday, March 6, 2020 • Time: 7:00 p.m. - 8:00 p.m.

Location: River Overlook C

It may be the bride's BIG DAY but the bridesmaids should look fabulous too! Learn creative and cost effective ways to make a beautiful bridesmaid bouquet to please any bride, and her special attendants. Join Angela as she share her innovative ideas guaranteed to produce beautiful results. Additional fees apply. Bring your own tools.

North Central Chapter AIFD

The Great Lakes Floral & Event Expo would like to welcome members of AIFD North Central Chapter to their Friday night dinner and annual mid-year meeting. The North Central Chapter consist of members from Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, South Dakota, Ohio, Wisconsin, and Manitoba and Saskatchewan provinces in Canada. We look forward to having you with us at the GLFEE! Welcome!



Welcome!



2020 GLFEE Sessions, Saturday, March 7

***HANDS-ON WORKSHOP**

Hollyish Hands-On Featuring the Pillow and the Egg
Presented by Holly Heider Chapple • Sponsored by Syndicate Sales



Date: Saturday, March 7, 2020
Time: 8:00 a.m. - 10:00 a.m. • Location: River Overlook C
Have you heard the good word about the Holly Heider Chapple Pillow and Egg? Do you want to learn

SOLD OUT

demonstrate how she uses the Egg mechanic to create gorgeous trend-setting hand tied bridal bouquets. Don't miss out on this opportunity to learn from Holly first hand.

***HANDS-ON WORKSHOP: Making Sympathy Personal**

Presented by Garrett Skupinski CF
Sponsored by DWF Flint/Toledo • Date: Saturday, March 7, 2020
Time: 8:00 a.m. - 10:00 a.m.
Location: River Overlook A



Join Garrett as he guides this hands-on class through techniques and styles to make your sympathy designs distinctly more personal. Attendees will create designs that will be front and center at any funeral without breaking the bank, all with a focus on celebrating the deceased individual. Garrett brings an international mindset to sympathy and looks forward to sharing it with you as you rediscover the possibilities of sympathy floral design.

***HANDS-ON WORKSHOP**

Creating Today's Designs with Service Provider Recipes

Presented by Jackie Lacey AAF, AIFD, CFD, PFCI • Sponsored by BloomNet/Floriology
Date: Saturday, March 7, 2020
Time: 8:00 a.m. - 10:00 a.m.
Location: River Overlook B



Part of the challenge of being a member of any service today, is how to offer designs for today's generation and those that want a style other than that offered by the service provider's designs without going broke. The winning point is that the recipe is already done for you. DO NOT REINVENT THE WHEEL, use what is being provide for you and add your creativity. Expanding on your design offers will help keep you current to all styles and budgets. Join us for a hands-on class to help you review, renew and redo.

MAIN STAGE BUSINESS SESSION

Cutting Edge Customer Care Skills to Boost Sales

Presented by Tim Huckabee FSC • Sponsored by FloristWare
Date: Saturday, March 7, 2020
Time: 8:45 a.m. - 9:45 a.m.
Location: Steelcase Ballroom B



Learn elements of the FloralStrategies process, being used in over 6,500 shops around the world, to teach your staff to easily give better service and make bigger sales on the phone and the floor. Whether you have been in business for two months or 40 years, you will discover cutting edge techniques to keep customers happy and spending more.

BUSINESS SESSION: Profitable Delivery

Presented by Paul Goodman MBA, PFCI • Sponsored by MFF
Date: Saturday March 7, 2020
Time: 10:00 a.m. - 11:00 a.m.
Location: River Overlook E/F



This seminar will cover the cost of making a delivery - vehicle and driver, delivery pricing for different zones, timed/rush/holiday delivery pricing and hiring good drivers for everyday and holidays. You will be given a tool that helps you compare the cost of deliveries by driver for up to ten drivers.

MAIN STAGE DESIGN SHOW: Designer of the Year Runoff

Commentated by Jerome Raska AAF, AIFD, CAFA, CF, PFCI
Sponsored by FloraCraft and Cal Flowers
Date: Saturday, March 7, 2020 • Time: 10:15 a.m. - 11:00 a.m.
Location: Steelcase Ballroom B



One of the most exciting events at the Expo is the Designer of the Year contest. Five outstanding floral designers from the Professional Division will compete for the title using identical materials. A distinguished panel of judges will choose the winner who will be announced at the banquet on Saturday night. Be sure to attend, cheer on your favorites, and be inspired by the fabulous design work.

BUSINESS SESSION: Empower Your A-Team

Presented by Derrick Myers CPA, CFP • Sponsored by Crockett Myers
Date: Saturday, March 7, 2020
Time: 11:30 a.m. - 12:30 p.m.
Location: River Overlook E/F



In empowering Your A-Team you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction you will learn how to empower and motivate and lead them to reach for and beyond that vision and make it a reality. An efficient and congruent team is a more profitable team.

**Additional fees apply. Bring your own tools.*

MAIN STAGE DESIGN SHOW: Elevating the Everyday!

Presented by Donald Yim AIFD, PFCI, (Sylvia Cup Winner)
Sponsored by Smithers Oasis
Date: Saturday, March 7, 2020 • Time: 11:30 a.m. - 12:30 p.m.
Location: Steelcase Ballroom B



Join Smithers-Oasis' newest member of their Design Director team, Donald Yim AIFD, PFCI, as Donald shows us how to Elevate the Everyday. Donald's enthusiasm and creativity will take your everyday designs to the next level. New spring products from Smithers-Oasis will be featured in this fast-paced main stage program you won't want to miss.

BUSINESS SESSION

Using Technology for Staffing Situations

Presented by Renato C. Sogueco AAF, PFCI; Jackie Lacey AAF, AIFD, CFD, PFCI, Sandy Schroeck AIFD, CFD, PFCI • Sponsored by BloomNet/Floriology
Date: Saturday March 7, 2020
Time: 1:00 p.m. - 2:00 p.m.
Location: River Overlook E/F



Are you finding it a challenge hiring and retaining qualified talent at your shop? It may be a result of relying on traditional human resource processes. These strategies may have landed great talent in the past, but in today's electronic marketplace may no longer be effective. In this interactive session, Sandy, Jackie and Renato, share all the online tools, search strategies, social platforms they use to source, vet, and quickly land highly qualified employees. They'll also share insights on how to build and maintain a healthy collaborative culture and discuss how to leverage generational tendencies to optimize shop productivity.

MAIN STAGE DESIGN SHOW: Today's Bride

Presented by Randy Wooten AIFD, PFCI, GMF • Sponsored by FTD
Date: Saturday March 7, 2020
Time: 1:00 p.m. - 2:00 p.m.
Location: Steelcase Ballroom B



Today's brides are like no other. They are unique and one of a kind. They are driven by the information age as well as the economy. They are known as the "need to know now" and "info at my fingertips" generation. Brides having these vast resources can sometimes create challenges, and we need to be prepared to embrace these challenges. This program will explore options for addressing the needs of today's bride, as well as cover information from the consultation to the delivery and setup, ensuring our place in the wedding market.

MAIN STAGE DESIGN SHOW: Hollyish Bridal Bouquets

Presented by Holly Heider Chapple • Sponsored by Syndicate Sales
Date: Saturday, March 7, 2020
Time: 2:00 p.m. - 2:30 p.m. • Location: Steelcase Ballroom B



Today's brides are looking for bridal bouquets that are worthy of editorial spreads, Instagram posts and, of course, bridal portraits. Creating stunning, full and lush bouquets efficiently and within the bride's budget can present a challenge for today's florist. Join Holly Heider Chapple, visionary trend-setter, mentor, influencer, business leader, and owner of Hope Flower Farm, as she walks you through her design process for fashioning gorgeous, airy bouquets using her new product line created by Syndicate Sales. This main stage program will reinvigorate your bridal work, as Holly shows you a variety of designs that showcase her signature look.

MAIN STAGE DESIGN SHOW: Inspiration

Presented by Deborah De La Flor AIFD, PFCI • Sponsored by Accent Decor and Chrysal
Date: Saturday, March 7, 2020
Time: 2:45 p.m. - 3:45 p.m. • Location: Trade Fair



Inspiration is all around us...flowers, vessels, nature, fashion, color, ideas, etc. Deborah will show you the products and services on hand in the Trade Fair that will inspire your creative design talents. She will tell you how to use these products to help your bottom line and make money in your store.

BUSINESS SESSION

An Introduction to EventStrategies

Presented by Tim Huckabee FSC • Sponsored by FloristWare
Date: Saturday, March 7, 2020
Time: 2:45 p.m. to 3:45 p.m. • Location: River Overlook E/F



This is an introduction to THE tool kit for wedding florists, EventStrategies. Launched in 2019, EventStrategies, covers all the business aspects of booking, pricing and producing weddings and events with less stress and more profits. Starting with a lively round-table discussion on your wedding challenges, Tim will move into sharing best practices from wedding florists around the world.

BUSINESS SESSION: Booked

Presented by Ryan O'Neil PFCI • Sponsored by Curate
Date: Saturday March 7, 2020
Time: 4:00 p.m. to 5:00 p.m.
Location: River Overlook Room E/F



In the wedding industry, some view "sales" as a dirty word. Yet, without sales your business is just a hobby. Win the appointment and the sale and make your clients love you MORE for it. Ryan will be covering three topics to help increase your company's sales: Three sales models (which one will work best for your business), making your leads sales-ready before you speak with them, and increasing your closing rate with Contact Management Systems.

2020 GLFEE Sessions, Sunday, March 8



*HANDS-ON WORKSHOP

Eco-Friendly Spring Designs

Presented by Donald Yim AIFD, PFCI (Sylvia Cup Winner)

Sponsored by Smithers Oasis

Date: Sunday, March 8, 2020

Time: 8:00 a.m. - 10:00 a.m. • Location: River Overlook A



SMITHERS-OASIS

In this fun-filled workshop, learn to how to create innovative, earth-friendly spring designs for all kinds of occasions including Easter, Mother's Day, parties, weddings and more. Donald will help you create two floral arrangements using the latest design techniques and featuring biodegradable OASIS® Midnight Floral Foam and exciting new biodegradable containers - all from Smithers-Oasis.

*HANDS-ON WORKSHOP

Bouquets for Today! Trends in Wedding Bouquets for Today's Brides

Presented by Sandy Schroeck AIFD, CFD, PFCI

Sponsored by BloomNet/Floriology



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traditional style to the next level of manipulating that same style can add a touch of today's flair for "go big or go home". Join Sandy as she looks at the styles of today and teaches you some tried and true tips on staying current in an era of individualism.

*HANDS-ON WORKSHOP

Tips and Tricks for Setting the Stage

Presented by Deborah De La Flor AIFD, PFCI

Sponsored by Accent Decor and Chrystal

Date: Sunday, March 8, 2020

Time: 8:00 a.m. - 10:00 a.m. • Location: River Overlook C



ACCENT DECOR



Weddings and corporate events are an important part of any florist's business.

At this hands-on workshop, work side by side with Deborah as she shares tips and tricks for creating successful and profitable weddings and corporate events. Everything you need to know is on the agenda.

*HANDS-ON WORKSHOP

Big Installations for Big Events

Presented by Matt Blind

Sponsored by DWF Flint/Toledo

Date: Sunday, March 8, 2020

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

Location: River Overlook D



An employee owned company

Trailing archways, floral walls, living chandeliers...floral installations are HUGE right now, both in popularity and in scale. Come learn the mechanics behind these monumental pieces while we work as a group to create one breathtaking floral installation for our 100th Anniversary annual luncheon.

MAIN STAGE BUSINESS SESSION

The Changing Wedding Industry

Presented by Ryan O'Neil PFCI • Sponsored by Curate

Date: Sunday March 8, 2020

Time: 8:00 a.m. to 9:00 a.m.

Location: Steelcase Ballroom B



Weddings are complicated so much so that many florists have sworn them off completely. But things are changing. Weddings are getting easier (seriously!), and we've compiled the top secrets and tools that florists use to make things efficient. Floral companies are headed to streamlined, profitable special event business and, thanks to his network of key players, Ryan O'Neil shares this knowledge of the industry. He will be sharing everything from the leading wedding processes, free resources that are available, and tips and tricks from industry leaders that have drastically improved their organizations. By the end of this session, you will have actionable tools you can use to manage events better than ever.

MAIN STAGE BUSINESS SESSION

Lost in Space: Avoid the Black Holes in Your Business

Presented by Derrick Myers, CPA, CFP

Sponsored by Crockett, Myers & Associates

Date: Sunday, March 8, 2020

Time: 9:15 a.m. - 10:15 a.m. • Location: Steelcase Ballroom B



CROCKETT MYERS

In business there are areas that suck up money and resources like a black hole in space. In this seminar we will isolate some of the common areas affecting florists. Knowing where to focus and what to avoid can reduce costs and greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the several cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.

*Additional fees apply. Bring your own tools.

MAIN STAGE DESIGN SHOW

Celebrate the Life!

Presented by Jody McLeod AIFD, PFCI

Sponsored by Teleflora

Date: Sunday, March 8, 2020

Time: 10:30 a.m. - 11:30 a.m. • Location: Steelcase Ballroom B



What joy we experience when we are asked to provide the floral designs to celebrate the life of a dear friend and loved ones. Our floral expressions tell the story of a life well lived and now celebrated. Celebrate the Life will demonstrate how to create those storytelling designs featuring the latest floral mechanics and techniques that will create amazing designs that will leave a lasting impression. "The joy of their living will be remembered for longer than the sorrow of their passing."

BUSINESS SESSION

Building Financial Security with Cash Balance Plans

Presented by Dan C. Berry FSA, MAAA, EA

Sponsored by McGriff Insurance Services

Date: Sunday, March 8, 2020

Time: 10:30 a.m. - 11:30 a.m.

Location: River Overlook E/F



Cash balance plans are a special kind of pension plan, incorporating the best features of both 401(k) plans and traditional defined benefit plans. They are particularly attractive for smaller, privately owned businesses, as they provide tax free retirement accumulation, more benefit security and predictability than in a 401(k) plan, potentially larger contributions and deductions than are available in a stand-alone 401(k) plan, the ability to tailor benefits to employee demographics, and the ability to provide substantial benefits to business owners.

GLFA ANNUAL MEETING, LUNCHEON

AND MAIN STAGE DESIGN SHOW

Creating Centerpieces the FloraCraft Way

Presented by Molly Tiesma and Megan Kassuba

Sponsored by FloraCraft and Cal Flowers

Date: Sunday, March 8, 2020

Time: 12:00 p.m. - 1:30 p.m. • Location: Steelcase Ballroom C/D



Who says there is no such thing as a FREE lunch? All Expo attendees are invited to attend and will be treated to a plated hot lunch as part of our 100th anniversary celebration. During the luncheon Molly Tiesma and Megan Kassuba from Eastern Floral will share design ideas and product tips from luncheon sponsor FloraCraft. Each table will also be decorated with unique and creative designs. Network with your fellow GLFEE attendees, take away some great new ideas, and learn about plans for the Association's future as President Raska leads the annual meeting.

BUSINESS SESSION

Small Shop Spotlight...The Best Practice for Running Your

Small Store More Profitably

Presented by Tim Huckabee FSC • Sponsored by FloristWare

Date: Sunday, March 8, 2020

Time: 2:00 p.m. - 3:00 p.m. • Location: River Overlook E/F

Running a small flower shop is a challenge now more than ever. Discover the best practices for management and staffing, dealing with all competition, how to grow your business and much more.



MAIN STAGE SHOW

Creating Wearable Floral Fashion

Presented by Julia Rose

Sponsored by World Flower Council and Kennedy's Flowers

Date: Sunday, March 8, 2020

Time: 2:00 p.m. - 3:00 p.m. • Location: Steelcase Ballroom B

Get ready for a fabulous finale. You will be awed by the gown made by attendees at the Friday workshop. Then Julia Rose will show a fashion-forward headpiece with a rich mixture of flowers, foliage and berries. She will finish it on stage while informing the audience of the techniques used to create the fresh floral wearable piece. This piece will be a one-off custom piece specifically designed to suit the event. Then she will create a simple chest or shoulder adornment and other wearable elements like an arm or neck cuff that would be ideal for prom or wedding sales. After the pieces are finished, the models will catwalk in front of the audience to give them a few moments to capture each piece. Don't miss this international designer's show at our Expo.





2020 GLFEE Special Events

March 6-8, 2020 • Amway Grand Plaza Hotel/Devos Place • Grand Rapids, MI

Be part of our 100th Anniversary Celebration. Plan now to attend the exciting 2020 Great Lakes Floral & Event Expo. Business sessions, design spectaculars, and hands-on workshops will cover inspiring topics and present new and fresh ideas for you to take home.

The trade fair will bring you the latest products and money making suggestions.

Take this opportunity to network with fellow florists and vendors.

Be sure to register early to save money and be eligible for a Plaza Dream one night stay at the five star Amway Plaza. Early registration forms must be in the GLFA office by 5:00 p.m., January 31, 2020. You will automatically be entered in the Plaza Dream drawing.

For more information go to www.greatlakesfloralassociation.org.

Mix and Mingle Friday Night at Club 100

Friday, March 6, 2020

8:00 p.m. - 10:00 p.m. • River Overlook Foyer

Join fellow partygoers Friday, March 6, for music with a live band, dancing, games, drinks and snacks.

The two hour fun filled event begins at 8:00 p.m. in the River Overlook Foyer.

Toast our 100 years and rock on with other industry professionals.

Roaring 20s Reception and Banquet

Saturday, March 7, 2020

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

Additional fees apply

On Saturday night we welcome Doll Faces and Old Sports to join us in style for our Centennial Anniversary Celebration, 1920s style that is. Bring your best 20s attire or headdress to win prizes. The evening will be full of music, awards, announcement of the design contest winners and more. The room will be decorated in an elegant Roaring Twenties style, with a black, gold, and white color palette. Bring your feathers, sequins and pearls. Let's celebrate 100 years of this amazing organization. And remember A LITTLE PARTY NEVER KILLED NOBODY!

Sponsored by



2020 Empowered Design Contest

The GLFA Design Contest is the perfect opportunity to gain cash prizes and recognition for your design skills. For information contact contest chairman Libbie Conley CF, email: libbie72@yahoo.com, or Call: (810) 599-2977. To download the complete design contest registration packet go to www.greatlakesfloralassociation.org or call the GLFA office at (517) 575-0110. You must register by, February 28, 2020.

Sponsored by



Shop, Shop, Shop at the Trade Show Marketplace

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

Play the Trade Fair Game...Name That Decade!

Stroll through the trade fair, stop at each booth and see if you can identify pictures of designs from the last 100 years. Complete the game form and your entry will be entered into a drawing for a weekend pass to the 2021 Great Lakes Floral & Event Expo.

AIFD Showcase

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



Empowered Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds go to the Great Lakes Floral Association Scholarship Fund which provides scholarships to attend the Great Lakes Floral & Event Expo or to become a Certified Florist. In 2019 eight scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is appreciated.

Saturday, 10:00 a.m. to 5:30 p.m., Sunday 11:00 a.m. to 1:45 p.m., Steelcase Ballroom A.

GLFA Luncheon and Annual Meeting Main Stage Design Show Creating Centerpieces the FloraCraft Way

Come break bread and network with your fellow GLFA members to learn what the association plans for the future.

Molly Tiesma and Megan Kassuba from Eastern Floral will present great ideas and techniques using FloraCraft products.

Each table will be decorated with unique and creative designs.

Sunday, March 8, 2020, 12:00 p.m. to 1:30 p.m., Steelcase Ballroom B. Lunch is included in registration fee.



THE GREAT LAKES FLORAL ASSOCIATION

INVITES YOU TO CELEBRATE THEIR
CENTENNIAL ANNIVERSARY
IN STYLE

ROARING TWENTIES

SATURDAY

03/07/2020

5:30 PM UNTIL 11:00 PM

DeVos Place Conference Center, Grand Rapids, Michigan

Costume and Headdress
Contest with Prizes

Cocktail Hour and Networking
from 5:30 - 6:30 pm

Industry Awards

Design Contest

Speakeasy
Cigar Rolling Station

Past Presidents March
Centennial Celebration Cake

Banquet Speakers

Dueling Pianos

FOR MORE INFORMATION OR TO PURCHASE TICKETS
WWW.GREATLAKESFLORALASSOCIATION.ORG / 517.575.0110

AND ALWAYS REMEMBER
A LITTLE PARTY NEVER
KILLED NOBODY



2020 GLFEE Design Contest

Enter Now to Participate in this exciting contest!



Brenda Hankis,
2019 Designer
of the Year.



First place winner 2019
Professional Division.

The Great Lakes Floral Association has announced **Design Contest Themes** for the 2020 Great Lakes Floral and Event Expo.

- Win Prize Money for Each Category!
- Get Recognition in *The Professional Florist Magazine!*
- Receive Education from professional evaluators!

View the complete theme details online today!

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



Sign Up Now!

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

Haven't reserved your booth for GLFEE 2020?

Sign up now, don't miss this chance to exhibit!



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

Register Online!

<https://greatlakesfloralassociation.org/greatlakesfloralexpo/> to download 2020 GLFEE Exhibitor Kit under Exhibitor Links/Downloads.



Thank You to the 2020 GLFEE Sponsors!

Thank You to Our GLFEE Sponsors

Platinum



SMITHERS-OASIS



Gold



Silver



Bronze

Thank You to Our Exhibitor Sponsors

Gold



SMITHERS-OASIS



Silver



Bronze



2020 GREAT LAKES FLORAL & EVENT EXPO



2020 GLFEE Schedule at a Glance

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

FRIDAY, MARCH 6, 2020

8:00 a.m.-7:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m.-12:00 p.m.	*Business Session: Managing the Key Elements of Profit – Paul Goodman (Teleflora)	River Overlook E/F
9:30 a.m.-4:30 p.m.	Hands-On Workshop: Fashion Forward and Fabulous – Julia Rose (World Flower Council and Kennedy's Flowers)	River Overlook A/B
12:00 p.m.-9:30 p.m.	Retail Store Open	Grand Gallery
1:00 p.m.-5:00 p.m.	*Fabulous Floral Field Trip Tour	DeVos (Lyon St)
3:00 p.m.-6:00 p.m.	Design Contest Registration (FloraCraft and CalFlowers)	Secchia Foyer
7:00 p.m.-8:00 p.m.	*Hands-On FFA Student CF Prep: Always a Bridesmaid-Angela Christie (DWF Flint/Toledo)	River Overlook A
7:00 p.m. - 8:00 p.m.	Business Session: Are You Following Me? – Dani James (Flower Shop Network)	River Overlook E/F
8:00 p.m.-10:00 p.m.	Opening Club 100 – Mix and Mingle	River Overlook Foyer

SATURDAY, MARCH 7, 2020

7:30 a.m.-5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Workshops (Choose One) *Making Sympathy Personal – Garrett Skupinski (DWF Flint/Toledo) *Today's Designs and Recipes – Jackie Lacey (BloomNet/Floriology)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
8:45 a.m.-9:45 a.m.	Business Session Main Stage: Cutting Edge Customer Care Skills to Boost Sales – Tim Huckabee (FloristWare)	Steelcase Ballroom B
10:00 a.m.-9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m.-6:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m.-4:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m.-11:00 a.m.	Business Session: Profitable Delivery-Paul Goodman (MFF)	River Overlook E/F
10:15 a.m.-11:00 a.m.	Designer of the Year Run Off – Jerome Raska (FloraCraft and Cal Flowers)	Steelcase Ballroom B
11:00 a.m.-11:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
11:30 a.m.-12:30 p.m.	Business Session: Empowering Your A-Team – Derrick Myers (Crockett Myers & Associates)	River Overlook E,F
11:30 a.m.-12:30 p.m.	Main Stage Design Show: Elevating the Everyday! – Donald Yim (Smithers Oasis)	Steelcase Ballroom B
12:30 p.m.-1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:00 p.m.-2:00 p.m.	Business Session: Using Technology for Staffing Situations – Renato Sogueco, Jackie Lacey, Sandy Schroeck (BloomNet/Floriology)	River Overlook E,F
1:00 p.m.-2:00 p.m.	Main Stage Design Show: Today's Bride – Randy Wooten(FTD)	Steelcase Ballroom B
2:00 p.m.-2:30 p.m.	Main Stage Design Show: Hollyish Bridal Bouquets – Holly Heider Chapple (Syndicate Sales)	Steelcase Ballroom B
2:30 p.m.-4:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:45 p.m.-3:45 p.m.	Business Session: Introduction to EventStrategies – Tim Huckabee (FloristWare)	River Overlook E/F
2:45 p.m.-3:45 p.m.	Main Stage Design Show: Inspiration – Deborah De La Flor (Accent Decor and Chrysal)	Steelcase Ballroom A
4:00 p.m.-5:00 p.m.	Business Session: Booked – Ryan O'Neil (Curate)	River Overlook E/F
5:30 p.m.-6:30 p.m.	President's Reception (Trade Show floor)	Steelcase Ballroom A
6:45 p.m.-9:00 p.m.	Recognition and Awards Banquet – Roaring 20s Centennial Ball, Special Entertainment (Cal Flowers and mhifund.org)	Steelcase Ballroom B

SUNDAY MARCH 8, 2020

7:30 a.m.-4:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m.-9:00 a.m.	Main Stage Business Session: Changing Wedding Industry – Ryan O'Neil (Curate)	Steelcase Ballroom B
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Eco-Friendly Designs – Donald Yim (Smithers-Oasis) *Setting the Stage – Deborah De LaFlor (Accent Decor and Chrysal) *Big Installations – Matt Blind (DWF Flint/Toledo)	River Overlook A, B, C, D River Overlook A River Overlook B River Overlook C River Overlook D
9:15 a.m.-10:15 a.m.	Main Stage Business Session: "Lost in Space" – Derrick Myers (Crockett Myers & Associates)	Steelcase Ballroom B
10:00 a.m.-6:00 p.m.	Retail Store Open	Grand Gallery
10:30 a.m.-11:30 a.m.	Main Stage Design Show: Celebrate the Life – Jody McLeod (Teleflora)	Steelcase Ballroom B
10:30 a.m.-11:30 a.m.	Business Session: Building Financial Security – Dan Berry (McGriff Insurance Services)	River Overlook E,F
11:00 a.m.-2:00 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m.-12:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
12:00 p.m.-1:30 p.m.	NEW! Main Stage Design Show (Megan Kassuba and Molly Tiesma) GLFA annual meeting and luncheon (Sponsored by FloraCraft and Cal Flowers)	Steelcase Ballroom C/D
1:30 p.m.-2:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:00 p.m.-3:00 p.m.	Business Session: Small Shop Spotlight – Tim Huckabee (FloristWare)	River Overlook E,F
2:00 p.m.-3:00 p.m.	Main Stage Design Show: Wearable Floral Fashion – Julia Rose (World Flower Council and Kennedy's Flowers)	Steelcase Ballroom B
1:45 p.m.	Raffle Closes Raffle	Steelcase Ballroom A
3:15 p.m.-12:00 a.m..	Tear Down/Move Out (Save the Date for GLFEE 2021, March 5-7, 2021)	



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

Company Name: _____ Company Contact: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____ Web Site: _____
 E-mail: _____ Tax ID#: _____

Great Lakes Floral & Event Expo
 DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL

Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503
 Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503

MARCH 6-8, 2020

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

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

**(Does not include any optional events)*

Best Buy

Student Weekend Flower Event Pass* Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon	Saturday Only* Entrance to Exhibits, Main Stage, Business Sessions, Design Contest	Sunday Only* Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon	Weekend Only Flower Event Pass* Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon	Weekend Value Flower Event Pass Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon and Saturday Banquet	Weekend Shop Flower Event Pass* Weekend pass for as many employees as your shop wishes to bring. Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days
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OPTIONAL EVENTS

Friday		Saturday		Sunday		
Business Session: Key Elements of Profit	Fabulous Floral Field Trip	All Day Hands-On Session: Sumptuous Floral Wearables	Hands On Session: FFA Student Certification Bridesmaid	Hands-On Session: Making Sympathy Personal	Hands-On Session: Today's Designs & Recipes	
\$75	\$40	\$249	\$35	\$85	\$85	
						President's Reception, Banquet, and Awards Ceremony
						Hands-On Session: Eco-Friendly Spring Designs
						Hands-On Session: Tips Tricks for Setting Stage
						Hands-On Session: Big Installations
						TOTAL EVENTS

Member	\$65	\$125	\$150	\$200	\$249	\$750
Non-Member	\$80	\$200	\$250	\$335	\$410	N/A
1.						
2.						
3.						
4.						
5.						
6.						

Attach an extra sheet if more room is needed

ALL FEES ARE STRICTLY NON-REFUNDABLE.

Use your Credit Card (circle one)



REGISTRATION TOTAL

Check Credit Card

REGISTER BY 1/31/20
For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

Credit Card #: _____ Expiration Date: _____ Security Code: _____
 Name on Card: _____ Signature: _____
 Address: _____ City/State/ZIP: _____

Business Card and Tax ID required for registration.
 After Monday, March 2, 2020, bring registration and payment to the Expo for onsite registration.

Please enclose or attach to form AND be prepared to present at the door.
 REGISTRATION FEES ARE NOT REFUNDABLE!
 12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)

Stay the Weekend!
HOTEL RESERVATIONS: Reserve rooms online at www.greatlakesfloralassociation.org or call the Amway Grand Plaza Hotel direct at (616) 776-6450, (800) 253-3590.
Special guaranteed rate of \$156.00 per night, single/double.
Mention that you are with the Great Lakes Floral Association group block. Reservations must be made prior to 1/28/20.

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