

The  
Professional

# Florist

Volume VI 2019

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Award

Art in the  
Elements

Destination:  
Weddings

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Left to Right:

Jim Krone, Vince  
Adamo AAF, Karole  
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Keith Crittenden,  
Doris Gallaway,  
Clara Crittenden

Alanson Students

Jackie Burrell AIFD,  
CF, Peg Long CF

Alice Waterous AIFD,  
CF, PFCI, J Schwanke  
AAF, AIFD, PFCI

Bob Moore,  
Tom Butler AAF, PFCI,  
David Loweke

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WUMFA Executive Director

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*GreatLakesFloral*  
**ASSOCIATION**

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840  
(517) 575-0110 • (517) 575-0115  
rod@greatlakesfloralassociation.org  
www.greatlakesfloralassociation.org

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Alice Waterous, AIFD, CF, PFCI  
Floral Consultant, Grand Haven, MI

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## GLFA LEADERSHIP REPORT

# Time to Reinvest in Your Association

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



**T**wenty Twenty marks 100 years the Great Lakes Floral Association (formerly the Michigan Floral Association) and 101 years the Wisconsin & Upper Michigan Florists Association have been providing members the absolute best in floral education, networking, and money-making/money-saving programs and opportunities.

Both associations offer cutting edge education in a variety of formats. Each year the education high point takes place at the Great Lakes Floral & Event Expo and the WUMFA Annual Convention. Each provides numerous main stage shows, hands-on workshops, business sessions and more. Look for more information on these two events later in this issue.

Both associations offer hands-on classes throughout the year, the GLFA at its regional meetings and WUMFA with the famous workshops. These are evening events usually lasting not more than a couple of hours.

GLFA also holds introductory and intermediate design classes at its Professional Education Center in Haslett, Michigan. These are intensive hands-on classes with a minimum of 36 hours of study each.

The next one week Introduction to Floral Design class will be held at Nordlie/Kennicott in Grandville, Michigan, the week of January 13, 2020. See more on page 30.

Both organizations provide a pathway to becoming a Certified Florist (CF). This is a self-study course that allows an individual who successfully completes this well-rounded floristry course to brand and market themselves as a Certified Florist.

The associations also publish *The Professional Florist* magazine every two months which provides outstanding

articles in both design and business. All issues are archived in digital format on the associations' website.

Both groups have great credit card processing programs and insurance plans. Call the office today, (517) 575-0110, we'd be happy to provide you with a quote on both of these unparalleled services.

By now you should have received your 2020 membership renewal invoice. If you have already written your check and returned it THANK YOU, if you haven't please do so soon. The investment in your association is greatly needed to ensure we are able to achieve our mission of providing education and professional partnerships to advance business and position our colleagues at the forefront of the floral industry.

If you are not a current member please give membership strong consideration and join. There is strength in numbers. Please support the industry that supports you! ✿

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## Support Your



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

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

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

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

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

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# Weddings: Love 'Em or Hate 'Em!

BY KREG KRUEGER, VOGT'S FLOWERS, FLINT, MI

**L**ove them or hate them, weddings should be a crucial part of a full service floral business. Most of our names, marketing materials and advertising all incorporate the words flowers and or floral. Flowers are a part of getting married – it is what we sell, why we come to work. So we do weddings.

Just as you are planning on doing weddings, you must plan on making money. No one likes to work for free. So please ask yourself, how many, how big, how far away, what time of year, then decide if you are able to service your bride and still operate your everyday business.

Not all weekends are created equal so your criteria for doing weddings will also change. Make a calendar a year in advance; make sure you schedule around holidays, proms, homecoming and vacations. Making sure you are able to provide the service your client deserves is the first step to making weddings enjoyable and profitable.

You will receive more return business from weddings than any other work you produce. You are able to reach hundreds of people at a single event. You can create a “buzz” for being the place to go to for all floral needs. You have now become a part of your community.

Most of us come from medium to small communities. When you do weddings well, you have created a flower buying community. Good flower buying communities are created; they do not happen by accident.

Most wedding business comes from word of mouth. If brides like you, they will like your work, then they tell others. Half of selling anything is just getting prospects to like you. This is not just about a bride, but also your relationship with the different venues, linen suppliers and other wedding vendors.

If you haven't built relationships you most likely will not have many weddings. If you cannot get excited about doing weddings, don't do them, no bride wants to feel unimportant or like every other bride. They must feel like they are the only bride who matters to your shop.

The bride has decided to call for a consultation...are you ready? First impressions are lasting impressions. With whatever system you have in place, be organized, the only type of business that makes money is one that is organized with regular procedures in place.

I am sure you are the best floral designer in the area, but if you do not instill confidence and excitement you will not be doing this wedding. We personally do not charge for consultations. It is our job to earn our customer's trust. I believe this is the main deciding factor when picking a florist. If you do decide to charge for a consultation, I believe it should be subtracted from the cost for the wedding flowers. Make it attractive for them to call you.

We have not remained the premier wedding florist in our area for over one hundred years by accident. We have made it very clear we want to earn the trust of every bride who come to us for her special day.

Develop a system and follow it from consultation, to follow-up emails, to ordering, prepping, then servicing. All these things are scheduled for certain times and done according to the schedule. This is where the money is made. Every business is different so I cannot tell you what system will work for you, but develop one that functions well in your business, then work it. You will be glad you did.

What kind of florist do you want to be? We pride ourselves on top notch service. We invite clients in the day before the

## DESTINATION:WEDDINGS

wedding to view their flowers. We want to make sure we do the flowers they want not the flowers we thought they wanted.

A qualified staff member delivers the wedding work and is there to make sure any last minute additions or changes can be done. This service is worked into the cost of the flowers. Reception work is charged for.

Each item is priced out separately along with delivery and pickup if applicable. I prefer to stick with flowers and all areas that have to do with flowers or the vessels that contain them. It is what I know and in my control. I prefer to let the other vendors do what they do best in their perspective fields.

A few years ago we developed a DIY center where our holiday production is done. I did not like the idea of a box store selling flowers since this is all we do. How can they possibly be better than we are?

We help plan the event, then process the flowers for them. Clients can then use our facility for a fee. Most importantly, we never let them fail giving them guidance as needed. Not a huge part of a business plan, but we want them buying from us... confirming we are the go to place for flowers. Remember you are not just selling for this or any other wedding you are creating a great flower buying community for all floral needs.

Good luck and let's sell some flowers!!!! 🌸



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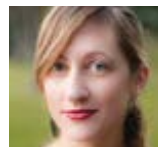
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### Upcoming Course Schedule

Jan 12-16 **Elements & Principles** Jackie Lacey AAF, AIFD, CFD, PFCI

April 5-9 **Wedding Bliss/Special Events** Stacey Carlton AIFD, CFD, EMC

June 7-9 **Certification & Competition** Jackie Lacey AAF, AIFD, CFD, PFCI



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# Being a Destination Wedding Florist

BY JASON RUDICIL, CHALET FLORAL & EVENTS, MUSKEGON, MI

Centrally located in Muskegon and founded in 1982, Chalet Floral has been an integral part of shaping West Michigan weddings and events. At Chalet, we feel every wedding is unique and special. Just minutes away from the famous Pere Marquette beach and quaint towns such as Grand Haven, Saugatuck, and the Whitehall/Montague areas, it is no wonder why we do so many beach weddings.

In recent years we have noticed an influx of brides from the East side of the state as well as from bordering states such as Ohio, Indiana, and Illinois. West Michigan is quickly becoming a hot spot for destination weddings. Coupled with recent add-ons the past few years, we have cultivated our business to meet the needs of our clients.

The appeal of the area is what makes it a perfect spot for a destination wedding. We know it can be hard to have your loved ones fly to Cabo or Cancun for a night or two. Perhaps that is why a few hours drive to Muskegon is all that is needed. Pere Marquette Beach was recently ranked as one of the top 10 fresh water beaches in the world, according to *National Geographic*. With picturesque sunsets, who would not want to get married here?

The area is more than just a great place to host events. For many couples it is a week-long adventure, exploring all the options that Muskegon offers. While we have no shortage of venues, many of which are right on the Lake Michigan coastline, Muskegon also boasts beautiful gardens, boutique hotels and many other area attractions; the photography options are endless.

When the stress of wedding planning gets too much, we recommend that couples check out the fast-growing downtown scene that a mere 10 years ago did not even exist. With museums, an ever-growing food scene and entertainment venues, even their guests are staying in town longer.

Approximately 15 years ago, we really started to invest in rental décor items, as well as table linens, napkins, and fabric for draping. Fast forward a few years and those small investments have grown substantially to accommodate our clients. Up went a pole barn structured building to house the rental décor items such as lighting, lanterns, vases, card boxes, etc., and our basement was transformed into a laundry facility to handle all the linen processing.

Then, in 2018, a local bridal and tuxedo shop owner decided to retire, and once again we invested in our future in the form of a tuxedo shop. We have discovered that couples coming to us for flowers, décor and linens were also needing tuxedos. We saw an opportunity and it has really paid off.

We have heard from many clients about how great it is to be able to spend a few hours with us and check off so many of their to do's. Word of mouth quickly spread and without any advertising dollars our tuxedo shop has become a very important, and profitable part of the business.

We have diversified our offerings and seen a substantial increase to our bottom line year after year. If a couple's destination wedding is not in Muskegon, we are still able to accommodate their requests and have traveled to Traverse City, Ludington, Saugatuck, and even Chicago recently. Our motto is that we are "Yes, we can do that!" florist, and our customers thank us profoundly for it. We believe in what Muskegon is doing and we agree with the town slogan, Watch Us Go! 🌸



## DESIGNERSPOTLIGHT

# Making That Special Day Even More Special

BY BRENDA HANKIS

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

I am the kind of person who is up for making a more unique bouquet, not a traditionalist by any means. For this Designer Spotlight I reached for a bit more of a tropical look. Using a plastic Holly Chapple Pillow armature by Syndicate Sales, insert pink proteas into the center focal area. Pink miniature calla lilies are brought out on the left and cascade down the right side to create balance. Added to the focal area are aspidistra, monstera leaves and palms for a more tropical feel and balance. Green brasilica, scabiosa, dried moss, and lotus pods give the bouquet additional texture. This design was created for a non-traditional bride who loves a touch of adventure. ✿



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## SAFCONVENTION

### Yim Wins Sylvia Cup

Donald Yim AIFD, PFCI, West Van Florist, Vancouver, Canada, is the winner of the Society of American Florists' 51st annual Sylvia Cup design competition. Each of the 13 contestants received the same assortment of product, courtesy of Certified American Grown and Smithers-Oasis, a two-hour time limit and the challenge to create a floral crown, funeral easel, and an American floral art concept.

Judges Ruben Consa AIFD, PFCI; Deborah De La Flor, AIFD, PFCI; and Chris Norwood AAF, AIFD, PFCI, scored each design based on several factors including principles and elements of design, mechanics and creative application. The highest combined score determined the winner.



Sylvia Cup winner  
Donald Yim at work.

decades of service, leadership and commitment to the floral industry. He will retire from SAF in December.

Gruenburg joined SAF in 1981 and was instrumental in developing the association's first late-breaking newsletter *Dateline Washington*, as well as its magazine, *Floral Management*. After running SAF's various publications, he took on the role of vice president of industry relations. For more than 25 years, he has shared his insight into floriculture trends as a member of the Seeley Conference board of directors.

### Outstanding Varieties Competition

*Cotinus*, a six foot tall decorative foliage (also known as "Smokebush") from The Sun Valley Group in Arcata, California, took top honors winning

# SAF Convention High

### Alex Laurie Award for Research and Education

University professor and floral industry researcher Mark Bridgen Ph.D., is the 2019 winner of SAF's Alex Laurie Award for Research and Education. Presented annually, the award honors an individual who has made broad scope, long lasting contributions to research or education in the floriculture industry.

Bridgen is best known for creating new varieties of alstroemeria, with seven plant patents to his name. His work with poinsettias, lilies, chrysanthemums, and impatiens has likewise resulted in meaningful improvements for producers, retailers, and consumers.

### Tommy Bright Award

Ian Prosser AAF, AIFD, PFCI, NDSF, is the recipient of the Tommy Bright Award, the industry's highest honor for floral educators. Prosser, owner of Botanica International, Tampa, Florida, has a resume that includes work for celebrities, fashion companies

and the British royal family, along with other high-profile presentations. He also serves on the FTD Education Team,

The award is presented by Professional Floral Communicators-International to members who have gone above and beyond in educating and inspiring their peers. It is named after Ethel "Tommy" Bright, whose motto "learn more, teach others" reflects the values of PFCI.

### Paul Ecke, Jr. Award

The 2019 Paul Ecke, Jr. Award was presented to Shirley Lyons AAF, PFCI, former owner of Dandelions Flowers & Gifts in Eugene, Oregon, and SAF's first female president, for her exemplary devotion to profession, industry and community. She embraced numerous leadership positions during her career, culminating with her terms as SAF's president from 2013 to 2015 and chairman of the board 2015 to 2017.

### President's Award

Drew Gruenburg, SAF's chief operating officer, was recognized with the President's Award for his nearly four

Best in Show in the Outstanding Varieties Competition.

*Cotinus* was among 210 entries from 31 growers and breeders in Florida, California, Oregon, Hawaii, Colombia, Ecuador, Israel and the Netherlands. Judges scored each entry based on color and commercial appeal, stem and foliage, bloom form and size, and overall presentation.



Michiganders Derek Woodruff, AAF, AIFD, CF, PFCI and Helen Miller Miller AIFD helping out behind the scenes.

## SAFCONVENTION

### Century Award

The 2019 Century Award honorees were St. Cloud Floral in St. Cloud, Minnesota; Tillie's Flower Shop in Wichita, Kansas; and the Wisconsin & Upper Michigan Florists Association, Haslett, Michigan.

"Each year when we gather at the SAF convention, we interact with business owners who have determination, vision and grit," said SAF Awards Committee Chairman Marvin Miller, Ph.D., AAF, of the Ball Horticultural Company in West Chicago, Illinois. "But to sustain that for 100 years or more is truly an impressive feat. It is truly an honor to be able to recognize these organizations."

### Tom Butler 'Floral Retailer of the Year'

Teleflora paid tribute to the late Michael Kraft of Nanz & Kraft Florists, Louisville, Kentucky, with the Tom Butler "Floral Retailer of the Year" honor. The award recognizes a retail florist and Teleflora member who exemplifies the legacy of Teleflora's longtime chairman Tom Butler, AAF, PFCI. Kraft passed away earlier this year at the age of 52. David Kraft,

one of his brothers and business partners, accepted the award on his behalf.

Established in 2015, the award was created to honor Butler and his decades-long service to the industry. In addition to leading "a superb retail operation, the awarded florist must show commitment to servicing their community, be a steadfast ambassador in the floral industry and offer meaningful guidance to fellow florists". In addition, AFE recently set up a memorial tribute on behalf of the Next Level Florist Group in Kraft's honor. 🌸



J Schwanke, *Floral Management's* Marketer of the Year.

# nlights

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

**E**ach 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](mailto:pattersonflowers@gmail.com). 🌸

## MFFREPORT

# Floral Industry and Government Dignitaries Honor Michigan Senator Debbie Stabenow

**U**nited States Senator Debbie Stabenow was honored at the Michigan Floral Foundation's Hall of Fame dinner held at the University Club in East Lansing Michigan.

Senator Stabenow was cited for work that has benefited every segment and level of the agricultural and floral community. A graduate of Michigan State University and a native Michigander, Senator Stabenow is a national leader on food and agriculture policy and a forceful advocate for Michigan agriculture – the state's second biggest source of jobs.

In accepting the award, presented by Bob Patterson, CF, Michigan Floral Foundation Chair, Senator Stabenow expressed her appreciation of the floral industry and how special it is that members touch people at the most important and memorable times of their lives on a daily basis. "I always try to stop in the local flower shop when I am making visits around the state. The local florist always knows what is going on in their community. When is homecoming? When is the prom?" She also pointed out that Michigan ranks third in floriculture production after California and Florida and second in specialty crops after California.

The senator was accompanied by her lively and charming 93 year old mother who shared the fact that no matter how busy her daughter is she still calls her Mom every day.

Attending the event were representatives of the floral industry, business associations, and government officials from the state of Michigan. Special guests included Michigan Senator Sean McCann, former Michigan Senator and current Executive Director of the Michigan Greenhouse Growers Council Geoff Hansen, former Michigan Representative Lorence Wenke, former Director of the Michigan Office for New Americans Bing Goei, Society of American Florists CEO Kate Penn, President of the Michigan Agri Business Association Jim Byrum, and Tim Galea, 2019 Hall Fame chairman.

Former honorees Kathy Petz CF, and Alice Waterous AIFD, CF, PFCL, were in attendance to welcome the Senator into the MFF Hall of Fame.

After opening remarks by Rod Crittenden, president of the Michigan Floral Foundation, several speakers took the podium.

Kate Penn spoke on the long time relationship SAF has had with the Senator and how she has always been a strong supporter of floriculture and specialty crops.

Tim Galea discussed the history of the Great Lakes Floral Association, pointing out that as a Michigan State alum, she might be interested in knowing the association was started in 1920 by a group of graduates from the MSU horticulture program. The Michigan Floral Foundation was established in 2007 to support and advance the floral industry through educational opportunities and community enrichment activities.

The event was sponsored by platinum sponsor Teleflora and bronze sponsor Flower Shop Network.

The Plant Professionals provided floral décor for the evening.

Go to [www.michiganfloralfoundation.org](http://www.michiganfloralfoundation.org) for complete details. ✿



## NOTHING RHYMES WITH ORANGE

# Top Floral Trends for 2020

BY DEREK WOODRUFF AAF, AIFD, CF, PFCI



It's time to start thinking about how to spruce up your everyday and wedding/event designs for 2020. There are a few emerging trends in floral design that are going to be big next year. Read on to find out what popular elements, colors, and design practices are taking off with today's consumers.

### ALIVE AND DRY? OH MY!

One of the leading trends that is moving the needle in the industry is the use of live plant material paired with dried floral materials. While these were once thought to be separate ingredients that would never be used together, marrying fresh with dried flowers and live plant materials expresses a very impactful style.

A variety of textures and colors can be achieved with this pairing that can't be found in fresh or dried alone. Some of the most popular materials that are being harmoniously combined are echeveria (succulents), pampas grass (dried grasses) and even living moss. Don't be afraid in 2020 to play around with this new trend—you'll surprise everyone.

### A NEW SPIN ON THE COLOR WHEEL

Start looking for unusual color combinations, muted and muddy tones, and even dyed flowers. Color will return full force but will be a bit more desaturated in hues of yellows, lavenders, and corals. Although these tones aren't necessarily being presented as brightly as they were in the past, these colors are being used beautifully as the new neutrals in floral design.

Muddy tones show up in flowers that have an underlying hint of brown. Some of these varieties are natural, but some of the shades are being achieved with the addition of brown stem dyes. Who would ever guess that a brown rose such as

'Toffee' or a dyed carnation such as 'Mayan' would become so popular? In 2020 we will all believe it.

### KNOWING YOUR ECO-FOOTPRINT

Beyond colors and flower types, sustainability is spiking floral design trends. This consumer-driven trend involves zero-waste events and experiences, recyclable and reusable design mechanics, and up cycling of flowers and



vases. One recent royal wedding showcased arrangements that used no flower foam, and another used no plastics in the event at all. Not surprisingly, they were both done beautifully. These trends are making their way across the pond and U.S. consumers are paying closer attention to how much waste, and the type of waste, that comes with their floral purchases.

Important questions to ask this year include: What kind of packaging are we using? How much flower foam are we using? How much waste is produced from an event? These questions should be on the minds of consumers and floral professionals alike.

These are a few of the leading trends making their way into the floral industry for 2020. By being aware and making small adjustments to our product offerings, color selections and design practices, we can captivate our consumers by leading the charge on these emerging trends.

Although it is not always practical to make a 180-degree change in our businesses, making small, incremental changes can have a big impact in our consumers' eyes. Today's shoppers have a keener eye than in the past and they are sure to notice our efforts.

To learn more about other trends coming our way, check out the International Floral Distributors Floral Trends Forecast for 2020 at [www.floraltrendsforecast.com](http://www.floraltrendsforecast.com). ✿

Photos courtesy of International Floral Distributors



## FLORACRAFTSCHOLARSHIPS

# Three Win Certified Florist Scholarships



This year's Certified Florist scholarship winners are **Madison Bailey**, Beautiful Blooms By Jen, Sylvania, OH; **Jessica Base**, Beautiful Blooms By Jen, and **Tyler VanderVelde**, Designing Dreams, Grand Rapids, MI.

These scholarships are sponsored by FloraCraft Corporation, Ludington, Michigan, and are awarded by the Michigan Floral Foundation scholarship committee.

The Certified Florist program was developed to assist in creating a nationwide standard of quality within the floral industry. Those passing the exams must know basic design care and handling, product identification, customer relations and sales, delivery, marketing, lighting and display. The written and hands-on exams require a passing grade of 80 percent to receive recognition as a Certified Florist, CF. The designation CF is valid nationwide and recognized by the American Institute of Floral Designers as a step to becoming a Certified Floral Designer, CFD and on to be AIFD.

All of us at the Great Lakes Floral Association would like to express our gratitude for the ongoing support we receive from FloraCraft. This scholarship provides members the opportunity to further their education in the floral industry and promotes a high standard of quality.

If you would like to apply for a scholarship go to the Great Lakes Floral Association website, <https://greatlakesfloralassociation.org> and click on GLFA Scholarship Program for more information on how to apply for this great opportunity. ✿



Madison Bailey



Jessica Base



Tyler VanderVelde

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*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.

## **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: Stepping Out**

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 in 1920s pictured in design contest packet.

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.

### **Theme Four: Surprise Package**

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 20s. 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 20s party theme. These will be designed on site Friday. Any combination of materials may be used.



Brenda Hankis,  
2019 Designer  
of the Year.



First place winner 2019  
Professional Division.

Download a complete 2020 design contest registration packet at  
<https://greatlakesfloralassociation.org/greatlakesfloralexp/>  
**Sign up now!**

GLFEE

# Thanks for the Memories



1. Suzie Kostick AIFD, CF, PFCI; Colleen Carr, AIFD, CF; John Hosek AIFD, CF, PFCI; Skeeter Parkhouse
2. Bob Moore, Adrian Molesta
3. Kreg Krueger
4. Tonya VanderVeer AIFD, CF
5. Jim and Bill Schmidt
6. Convention Committee circa 2000
7. Larry Beard, CF; Tim Latimer, CF; Cindy Ching, AIFD, CF; Teresa Cytlak; Colleen Siember
8. Scott Awad AIFD, CF
9. Roger and Lenise Miller
10. Kim Herbers
11. Rod Crittenden, Paul Goodman
12. Shirley Kula, Carol Finn, and Darla Pawlak



GLFEE

# We're Celebrating!!!

**Come join us at the 2020 Great Lakes Floral and Event Expo.  
Be part of the Great Lakes Floral Association's  
Centennial Celebration, March 6-8 at  
Devos Place Convention Center, Grand Rapids, Michigan.**

*Here is just a sample of what's in store:*



Sylvia Cup Winner Donald Yim AIFD, will lead off the Main Stage Design Shows with a creative and exciting program on elevating everyday designs. New spring products from Smithers-Oasis will be featured. The award winning designer will also conduct a fun-filled workshop, where you will learn to how to create innovative, earth-friendly spring

designs for all kinds of occasions including Easter, Mother's Day, parties, weddings and more.

*Sponsored by Smithers Oasis*

How do you deal with today's bride? Randy Wooten, AIFD, GMF, PFCI, will give you the answer on Saturday afternoon. This program will embrace the challenge and 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.

*Sponsored by FTD*

We are excited also to present Jackie Lacey AAF, AIFD, PFCI; Renato Sogueco AAF, PFCI, and Sandy Schroeck AIFD, PFCI, all sponsored by BloomNet/Floriology; Jody McLeod AIFD, sponsored by Teleflora; Tim Huckabee FSC, sponsored by FloristWare, and Paul Goodman CPA, PFCI, plus many more to come!

## Take home this Detroit Lions Autographed Football!

This year's Silent Auction will feature an autographed football from Detroit Lions cornerback Darius Slay. Besides the football the winning bidder will receive the autograph pen and certificate of authenticity. The Silent Auction helps fund the GLFA scholarship program.



## Plus a very special Hands-on Workshop!

On the morning of Saturday, March 7, Holly Heider Chapple will present a hands-on workshop followed in the afternoon by a bridal bouquet Main Stage show. A wedding and event professional for 25 years, she teamed

with Syndicate Sales in 2017 to create her floral collection which includes the now famous "egg" and floral "pillow". Two sessions not to be missed! *Sponsored by Syndicate Sales*

**Roaring 1920s Centennial Gala Awards Banquet!**

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

- Prizes for wearing 1920s attire!
- Prizes for wearing a decorated Vintage Hat!
- Roaring 1920s attire encouraged (but not required!)
- All vendors, attendees, and guests are welcome to participate!
- Sponsored by GLFA and MFF

## ART IN THE ELEMENTS

# Art in the Elements Breaks Records Again

BY LAURA DALUGA AIFD

### Michigan's Rich History of Floral Art

Artists have always riffed on each other, and this show is no different, taking the concept from Nature's Creative Edge and building upon it. NCE ran for 10 years in Fruitport, Michigan, on the gorgeous property of its originator Bob Friese AIFD, attracting dozens of designers and showcasing their displays to hundreds of visitors each of those years.

For the third year since its resurrection, Art in the Elements broke designer participation and attendance records. A total of 35 floral artists, nine assistants and dozens of volunteer docents made this year's Art in the Elements at Meadow Brook Hall, Rochester, MI, the best yet!

### Large-scale floral sculptures and floral interpretations

Each of the 20 outdoor exhibits were a take on this year's theme 'Past, Present, Future. Waneita Bovan, CF, MG, of Flint, Michigan, created three phrases to her vignettes showing the history and trajectory of the noble carnation from Western Line traditional fan designs to modern day orbs with every surface pavéd, to gorgeous textured wreaths appearing to hover above ground. Mounting the wreaths on vertically placed glass shelving panels achieved this unique effect.

Other designers chose to explore just the past, or just the future. Brett Turner of St Louis, Missouri, created a larger-than-life sized pinball machine exploring the retro feel expressed with florals, complete with music and flashing lights. Rae Roberts-Griffith AIFD, Springfield, Illinois, created a futuristic design featuring wholly inorganic holographic hoops, adorned with botanicals, all emerging from a very

naturalistic split woven screen.

Inside the house, designers took up the challenge to interpret or be inspired by Meadow Brook artifacts. For example, Suzie Kostick AIFD, CF, PFCI, of Albuquerque, New Mexico,

took on the task of interpreting a classic Tiffany lampshade with floral art. Cindy Ching AIFD, CF, from the Great Lakes Floral Association was inspired by stain glass windows featuring knights. Cindy created in several vegetative designs accented with faux swords crafted with flat iron wire.

Loanne Burke AAF, AIFD, PFCI, Dayton, Ohio, found inspiration on the sun porch, creating an homage to the Shepards sculpture, picking up the brilliant colors in the furnishings and including nubby spools of "wool".

There were displays as large as a garden with a rose covered arbor, hedges and garden furniture which covered the upper great hall by Robbin Yelverton AAF, AIFD, CAFA, CF, PFCI and Jerome Raska AAF, AIFD, CAFA, CF, PFCI., Detroit, Ferndale, Michigan. Other displays were extremely delicate such as the interpretation of a ballerina painting by I Li Hsiao of Chicago.

The result was a multi-faceted immersive event that blended the indoors with the outdoors.

### Designers from all over North America

The show featured floral artists from all over the Midwest, including Michigan, Ohio, Indiana, Illinois, Wisconsin, Missouri, and beyond. Some designers flew in from far and wide, Lana Starr AIFD, from California, Alejandro Figueira Fernandes AIFD, from Florida and Suzie Kostick from New Mexico. AIFD partnered with CAFA (Canadian Academy of Floral Art) to bring in Jennifer Harvey CAFA, CFD, and Catherine Wu from Ontario.

### Our historic venue in Rochester, MI

Once the estate of Matilda Dodge, Meadow Brook Hall is a Tudor-Revival Style mansion on the National Historic Register. It is listed as the fourth largest museum home in the country and is at the heart of Oakland University.

Many designers created exhibits in the woods surrounding the home, while other designers interpreted objets d'art selected from the home's collection by the curator. In the grand motor court, a 1947 Dodge pickup truck was adorned by myself and Cindy Trick of Beavercreek, Ohio, with dozens of alocasia leaves, some gilded, others left natural, giving visitors one last photo op.

### Our sponsors make this all possible

Without the support of industry sponsors, this show wouldn't be possible. We owe a huge debt of gratitude to Smithers-





Oasis Floral Products, who supplied designers with all the hard goods we could ever ask for. Nordlie Floral Wholesale, Detroit, supplied fresh blooms for our designers.

Our main sponsors sent folks to see what we created with their donated products. We received additional support from Alexandra Farms in Bogota, Colombia and Jet Fresh Flowers in Miami. We are able to bring in designers from far and away by offsetting their costs with these sponsorships.

Thanks to all at Meadow Brook Hall, staff and docents alike were so crucial to the success of this event.

#### **Funds raised support budding new designers**

Funds raised by Art in the Elements are split between the North Central chapter of AIFD and Meadow Brook Hall. Our

portion of those funds go towards funding the Bob Friesse AIFD Student Scholarship, awarded annually to floral design students who wish to grow their skills by attending floral design educational events. We support future florists with this incredible annual event.

#### **Seeking floral artists for next year!**

We will be announcing our date for 2020 very soon, so anyone interested in creating should keep an eye on our social media channels, on Facebook [www.facebook.com/artintheelements](http://www.facebook.com/artintheelements) and Instagram @northcentralAIFD. A call for artists will go out shortly, with more than 20 people already committed to 2020. 🌸

## MFF Awards Eight Scholarships

**T**he Michigan Floral Foundation scholarship committee has awarded eight scholarships this year allowing the winners to further their education in the floral industry.

Congratulations go to [Madison Johnson](#), [Jessica Leciejewski](#), [Lauren Janice](#), [Gabrielle Parmelee](#), and [Destiny Williams](#), all from Teddy's Flowers, Wyandotte, Michigan; [Catherine Nagel](#), Austin's Florist, Freeland, MI; [Andreaa Oswalt](#), Tinted Tulip, Livonia, MI, and [Yael Zoldan](#), Designs That Matter, Ann Arbor, MI.

In addition, every year the Colleen Currier-Hart Memorial Scholarship Fund, through the Charlevoix County Community Foundation, gives the Michigan Floral Foundation a designated dollar amount

to award to recipients working toward becoming a Certified Florist. Receiving awards this year are [Ronda Anger](#), Patterson's Flowers, Reed City, MI; [Andreaa Oswalt](#), Tinted Tulip; [Patty Radcliffe](#), Sage Floral, Portage, MI; [Sara Spence](#), Ridgeway Floral and Gifts, Three Rivers, MI, and [Yael Zoldan](#), Designs that Matter.



Madison Johnson



Jessica Leciejewski



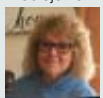
Lauren Janice



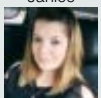
Gabrielle Parmelee



Destiny Williams



Catherine Nagel



Andreaa Oswalt



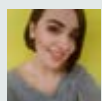
Yael Zoldan



Ronda Anger



Patty Radcliffe



Sara Spence

The MFF Scholarships can be used at the Great Lakes Floral & Event Expo, in hands-on classes at GLFA headquarters, or to purchase Certified Florist materials. The winner has 18 months to use the scholarship. Unused scholarships will be rolled back into the program. The GLFA scholarship program has awarded more than \$53,750 in scholarships since 2002.

The main source of funding for the scholarships is the silent auction held every year at the Expo. Great Lakes Floral Association members can support this program by donating to the auction or by purchasing items. The fund exists because GLFA and its members are committed to education in the floral industry.

**Eligibility Requirements:** Applicants must be employed and working in the floriculture industry or show proof of enrollment in a course of study directly related to the retail floriculture industry. Applicants must have clearly defined career goals that relate to the industry's course of study.

**How to Apply:** Download a complete scholarship application at: <https://greatlakesfloralassociation.org/>, click on the "Benefits/Education" tab then click on "GLFA Scholarship Program" in the menu bar, or call the GLFA office at (517) 575-0110. The completed application is due by June 30, 2020.

**Announcement of the Award:** Letters will be mailed to the winners on September 1, 2020, and their names will be published in *The Professional Florist* magazine. The scholarship grant goes directly to the GLFA office in the applicant's name. 🌸

## WUMFA LEADERSHIP REPORT

# Adding to Your Design Techniques

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT



While I have been freelancing the last couple of months in multiple locations and states, a few things have consistently come to my attention. First, I know it is common knowledge that the fact designers can't count is no joke. I am an even brained person, maybe a bit more right-

brained certain days, but I can throw numbers most days.

If you are an event florist and still using pen and paper to add up your flower totals for your orders, you need to ask yourself if you are losing money. From my experience, it's a hard "yes." It might not initially be the obvious reason such as over or under ordering product. Most of the losses come from not having recipes and very clear descriptions for designers.

When a freelancer or your full time staff arrives to work, it is best to have everything ready, then have a small 10-minute run through of all the events and specifics talked about and possibly forgotten in the quote. Each time a designer checks in with the person who did the original consultation is time lost. This might also equate to product loss because lack of a specific recipe or the design was made bigger because the person ordering didn't read all the details thoroughly.

Second, pictures. The creative person needs inspiration; no matter if it's the exact same hydrangea ball made last week or the replica of the blush and burgundy bridal bouquet done yesterday. This keeps the creative mind satisfied as if feeding it candy. I find it strange that when I grab a photo for inspiration my bouquet turns out better than trying to interpret words on paper.

Third, tags and a numbering system. I cannot tell you how many times everyone in the room must count to twenty. Make tags such as: Smith wedding table #1, #2, #3 and so on. Once done with an arrangement grab a tag, attach to the arrangement, and onto the racking it goes. I like starting from the last number, working my way down to always know

how many are remaining, and no math is involved.

My fourth observation, is shops and event companies who have a software system to create recipes and bulk orders have fewer back and forth questions because everything is listed along with a picture if available. It takes all the guesswork out and frees your brain to just create and get it done. I have implemented such a system in a shop and can honestly share that we shaved 6-8 hours a week off payroll

(times six designers). Plus no more running to the wholesaler Saturday morning because we overstuffing or didn't know what belonged to what wedding.

Also, the persons delivering wedding/events are happy because it's clearly typed out. Each ticket is exactly the same, so they know addresses, times, and contacts. Instructions include, where to find all the rental items, set up, flips and so much more. I highly recommend at least looking at a few software options.

Feel free to message me or contact me at the WUMFA conference, I would be happy to introduce you to a couple options so you can make a sound decision. ✿

## Wisconsin Florist Foundation Announces Its 2019 Donors

The Wisconsin Florist Foundation has announced donors who supported its 2019 educational efforts. The WFF and the Wisconsin & Upper Michigan Florists Association are partners in furthering educational opportunities.

The foundation board consists of current and retired industry members and annually awards grants and scholarships based on the funds collected and earned through its trust. WUMFA members benefit by enjoying lower fees for classes. WFF also contributes to educational programs at the WUMFA convention.

To contribute call the WUMFA office at (517) 253-7730 or toll free at (844)400-9554. You can make a contribution in memory of someone, in honor of an event, create a scholarship in someone's name or set up a trust or donation on behalf of yourself or someone else. Contributions are tax deductible.

### Platinum Level

Design Originals Floral, Inc.  
Charlene Jung

David Geurden, AAF

Rojahn & Malaney Co  
Anthony Rojahn

### Gold Level

Wantas Floral  
Loriann List, AIFD  
Gregg and Susan Wilke

Waukesha Floral &  
Greenhouse  
Marty Loppnow

### Silver Level

Klein's Floral and  
Greenhouses  
Sue Klein

George's Flowers, Inc.  
Conn Choles

Humphrey Floral & Gift  
R. Timothy Humphrey





1152 Haslett Road, P.O. Box 67, Haslett, MI 48840  
(517) 253-7730 • Toll-Free (844) 400-9554  
Fax: (517) 575-0115  
[www.wumfa.org](http://www.wumfa.org)

#### WUMFA Board of Directors 2019

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Executive Vice President: Rodney P. Crittenden, Haslett, MI  
Executive Assistant: Cindy S. Ching, AIFD, CF, Haslett, MI

## WUMFA Honored with SAF Century Award

The Wisconsin & Upper Michigan Florists Association was honored at the Society of American Florists' annual convention with the Century Award which recognizes companies that have been in business for 100 years or more.


WUMFA which had its 100th anniversary this year was organized by a small group of florists under the name of the Wisconsin State Florists Association. Their aim was to advance the intellectual, social and business interests of its floriculture members.

In 1919, dues were \$2 a year and they had 120 charter members. By the 1927, the organization had expanded to include the Upper Peninsula of Michigan. The association succeeded through the Depression, and remained ahead of its time in conducting detailed membership surveys. In 1938, they became affiliated with the Society of American Florists.

Throughout the years, the Wisconsin & Upper Michigan Florists Association has provided educational opportunities and a forum for members to discuss the industry. Today, their membership includes more than 200 retail florists, wholesalers, growers and industry supporters who are committed to their mission statement: "to offer exceptional educational opportunities, encourage the exchange of knowledge by connecting people interested in the floral industry, support the professional efforts of its members and promote the public's awareness of flowers".

Accepting the award were Patty Malloy AIFD, CFD, immediate past president, centennial committee chair and historian, and Rod Crittenden, executive vice president. Malloy noted, "It was truly an outstanding tribute to all the members of WUMFA in keeping our organization going strong and

thriving for the future. It's been a wonderful experience working together with so many talented and caring people in our floral industry."

Any company that has served the floral industry for 100 years or longer qualifies for the Century Award. The award was first presented in 1982. 



Rod Crittenden and Patty Malloy pose with the Century Award.



## Welcome New WUMFA Member!

### French Street Floral

Kirsten Peters

211 French Street

Peshtigo, WI 54157

Phone: (715) 582-2192

<https://frenchstreetfloralandgifts.com>



WUMFA

# The Heart of it All

BY FAWN MUELLER, CF, INSPIRED BY NATURE, WAUSAU, WI

**S**ome of the most joyful times of my life have been through my work as a professional florist for the past 19 years. There is joy in my heart when I deliver the perfect wedding flowers; when I see the 'first look' with the bride, her mom and maids standing by, when the sweet customer at the counter tells me the reason why he or she is buying flowers, or getting words of affirmation of our work from past clients and online followers.

There is so much good in floristry and yet so many challenges and changes that come with this career. For us to survive and thrive, we need to be flexible and allow trends to shape how we design and run our businesses.

One of the most notable challenges as a studio florist focusing primarily on events is how flowers are purchased. Brides can simply go online and order bunches of flowers to be drop-shipped right to their door. We know some online companies sell arranged bouquets/corsages/boutonnieres and such.

Recently, a few wedding planners in our area turned into florists overnight, trying to capitalize on their client's event. Then there are always the price shoppers that go from florist to florist for the lowest bid, comparing apples to oranges.

So, what do we do? As professional florists, we need to outshine our competition. If you are reading this article, chances are you are a professional that has labored hard and long behind a design bench, spent a lot of time learning your craft, attended some educational courses, and learned from other seasoned florists to get where you are now. We have the knowledge to create marvelous pieces and bring joy to others with our creations. It is like a real life super power... it's that awesome.

The online order people and the planners and the DIY crowd will always be around, but we know that there is a stark difference in the quality and execution of what a professional floral designer can do and what their work will look like. There are clients that will pay for the higher-styled florals and personable service we offer.

What worked for us was to visualize who our ideal client was and then create a business around their needs and wants. This includes the design of our website, logo, business and rack cards, as well as our available rental inventory and how proposals are presented.

Change is hard but always necessary in a creative business like ours. If we want to make the most profit for our services and attract clients who desire quality floral designs, our presentation of materials, design style, consult place, and inventory must be top notch. When posting online, I focus on not just what flowery work has gone out, but also our services and what items we rent out to help elevate an event.

Nobody will know these things without them being talked about. Candid videos less than two minutes long and behind-the-scenes pictures we take ourselves have been more



successful for exposure on line over any professional touched-up image shared. So, share it all, post it, blog it, to promote your work and your company.

Being visible to other local professionals by networking is good business. Getting to know photographers, bakers, and venue managers that align with our vision of the ideal client has been rewarding. We share each other's posts, say something nice about one and other's work and company, write reviews and recommendations, collaborate on styled photo shoots and, last but not least bring cookies to show appreciation to local funeral directors. Word-of-mouth advertising is gold, baby!

Another aspect of our event business is keeping things natural and down to earth in how we operate which is the heart of it all. We compost every single leaf, twig and stem locally. We recycle the cardboard around those rose bundles and save floral boxes to return to the wholesalers on their next delivery. We repurpose cardboard boxes in our event





deliveries and work every little piece of stray ruscus, eucalyptus or broken ranunculus stem into a corsage or cake topper.

For such a 'nature' themed profession, there sure is a lot of waste. We all need to save where we can but also waste as little as possible with what comes and goes out the door. I freelance in other shops during busy times and it is surprising how much gets thrown onto the floor that could simply be set aside for another project.

And packaging! Especially in the warmer months where there is no freezing outside, some florists automatically plastic and paper wrap their floral gifts. Every. Single. Time. I'd say let's let the whole world see how beautiful our creations are and show them off...while eliminating additional single-use plastic and large sheets of tissue.

Our local wholesalers are also viewed as our business partners. We are blessed to have Krueger Wholesale within minutes and Bill Doran's on

route three days a week. It is very important to our values and success to keep our floral product purchases local. Professional wholesalers are there for us and we need them.

My most recent story was about a month ago. We had four weddings. Big ones. There were also a few funerals that were added early in the week. It was Friday afternoon and I was concerned about the amount of greenery left to finish the wedding creations.

I called my local wholesaler and he was right on it. A half hour later he met us at the venue setting up, and I got those greens. My point is if I had been ordering solo from an online source or if I didn't have a relationship with our local wholesaler, I would have been climbing trees for those greens.

We also purchase from local flower farmers in Wisconsin that grow our dahlias and other garden blooms. My clients seem to appreciate the farm-to-table (vase) movement and it doesn't end with food. They are genuinely interested in where their flowers come from and appreciate knowing the farm info.

Clients like to know the inner workings of what we go through to create their event flowers, what each day looks like, all the hours involved, and the delivery process. It is like a little floral world that we get to let them in on. And in my experience, the honest information given to them seems to help account for the costs they incur on such a life event.

Our regional florist association, WUMFA, is such a wonderful wealth of information and encouragement for growth in our profession. I come back from our conference with so many ideas every time, exposure to new floral products and how to use them. Networking with other florists within our state/region and sharing stories and experiences is an added bonus.

Our wholesalers are there, too, to promote the newest varieties and get to know you personally. It is always nice to see the face on the other side of the phone call once in a while. Attending the conferences is very rewarding and renewing, and I encourage every florist to make time to attend.

The love of floristry does not end with us. Our profession must be learned by the younger crowd to keep this good thing going. If you have the passion for this industry, choose to become a mentor to those who come to you for help.

I will always remember and am thankful for those special people I have worked alongside to become the designer I am today. Their educational appraisal (critiques) of my designs helped propel better work and professional standards.

Be kind and honest, patient and willing to invest in other people's futures where you see potential. Invite them to work alongside you on the big things. Give them reasonable design challenges. Share design tricks you've learned along the way. Invite them to your state florist conferences. Talk about what the old-timers used to do after they locked the shop doors at night and how things used to be when you began. Tell funny enclosure card and floral delivery stories. The heart of floristry lies there. ✿

WUMFA

# The Fabulous Fluttering Fritillaria

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT

**T**he Fluttering Fritillaria armature has it all. Not only is it lightweight and easy to carry, it is a delicate beauty that works with the new bridal dress trend. As floral designers, we will be challenged during the coming wedding seasons to make bouquets that complement exquisite detailed and ornate gowns. I created the Fluttering Fritillaria as a very light, intricate hand-held bouquet to complement a stunning wedding gown.

Start off with a yard of the Oasis® 1" flat wire in silver; however, you may use any color you have on hand since it will be covered. Next, place U-Glue dashes on the end to start the wrap and hold the wool in place. Continuously wrap and scrunch the wool while making sure none of the metal is showing, especially in the areas where the metal is curved since this always requires more wool. Use U-glue to finish the end and secure the wool. Coil your finished product as you wrap so that the metal does not bend or twist.

Once you have the wool rolled, unroll a couple of feet and gently manipulate the wire, paying close attention to avoid any creases. Then mold the wire into the desired placement. Placement will be unique to each piece so do not worry about making a perfect replica.

The finger hold should be at least two fingers wide; however, three is more comfortable. Once you have the desired shape and form, cut the wire and wool then use U-Glue dashes to secure the wool. Use Bail Maker pliers to curl the ends and make sure skin does not get poked by the sharp metal ends.

Next cut the kyogi paper into three squares, approx 12.5 x 12.5 cm. Fill a bowl with warm water and allow the paper to soak. After 20 minutes, pick a square from the water and roll it into a cone shape. In order to secure its shape, wrap it snugly in wool as well before doing the same to the other two pieces. Place the cones in a coffee mug overnight to dry, and in the morning

## Materials:

Kyogi paper  
Oasis® 1" flat wire  
U-Glue dashes  
Oasis cold glue  
Wool of your choice  
Ghost wood  
Tilandsia xerographica  
Echeveria pieces  
Fritillaria meleagris  
Ranunculus  
Seeded eucalyptus  
Astrantia  
Viburnum roseum

unwrap the wool and used a U-Glue dash on the corner flap.

Finding a perfect piece of ghost wood was the next challenge as I had a 40 pound box to dig through. It's my secret treasure trove and what a relief when I found this gorgeous little gem that fit perfectly into my structure. Nestle the ghost wood into the wire and adhere it with U-Glue dashes.

For the next steps, search for the perfect places for the kyogi paper cones (making sure to have one stacked on top), after which secure them to the wool with U-Glue dashes. Avoid splitting the kyogi paper by only pressing on the inside of the cones.

Xerographica is one of my favorite air plants as it has the most unique twists, curls, and texture. The colors

are out of this world too. Unfortunately, I have a bad habit of pulling them apart, so I apologized to them and promised that I would make them even more beautiful than before.

I took my time to really study the piece and where the shape of the xerographica would create a focal point and keep the movement of the eye coming back to the center of the structure. Once you figure that out, use the Oasis glue to adhere while making sure to glue the entire cut to lock in moisture. Xerographica will last for weeks if cut like this and sprayed with an anti-transparent.

Take your time to embellish the structure with floral. I love to deconstruct orchids and flowers to create new varieties, but I felt that this piece needed everything to be whole. Starting with viburnum to create a backdrop in the cones and to keep the light color, I was planning on incorporating a very dark ranunculus that had snapped off a





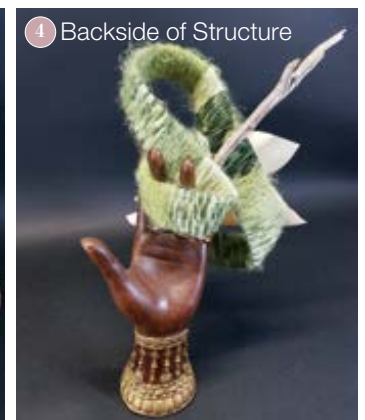
1 Wool Wire Coil



2 Kyogi Paper Cones



3 Structure



4 Backside of Structure

previous bouquet. I then popped a few purple astrantia in to bridge the color variation from aubergine to burgundy.

The Fritillaria was so exquisite and melded the dark with its light contrast. Echevaria were placed very carefully to add a bit of texture variance and to pull the blue and green out of the wool. The last touch was a naked seeded eucalyptus that had shades of pink and fuchsia and would complete the color spectrum. Everything was glued in using Oasis cold glue.

Last but not least, what makes this piece even more special is that the bride can keep it and re-use it for another event such as an anniversary. She can even plant the succulents and watch love bloom. All in all, the Fluttering Fritillaria is a piece that celebrates the bride's special day into many tomorrows. 🌸



*Credits:*  
 Photographer: Zachera Wollenberg,  
 Chicago, Illinois

## WUMFACONVENTION

# A WUMFA Convention Sneak Preview

**H**ave you saved the date for Game Show Floral 2020 in Green Bay Wisconsin, March 27-29? We would like to entice you to become the next contestant to win cash, prizes and maybe even a new car! Well...maybe not a new car, lol. Convention 2020 is packed with fantastic presenters who are excited to have a Game Show theme and fun this coming year. Get your thinking caps on because there will be trivia and prizes. We would like to tease you will a few presenters.



Your first presenter is Julia Marie Schmitt AIFD, EMC, PFCI who will let you Try your Luck at the Floral Wheel of Fortune. During an all-day workshop, learn techniques and how to create five different floral designs including an interactive centerpiece, flowers to wear, a bridal bouquet, a contemporary sympathy piece and a surprise design. However, it will be up to lady luck to see which designs you will be creating. Spin the Floral Wheel of Fortune and create the designs the arrow lands on! (additional fee applies)



Your second presenter is Mike Hollenbeck AIFD. Not all of us are fierce competitors, however the skills you implement in competitions should be used in your everyday designs. By identifying principles and elements and implementing design techniques you will take your competition skills and daily designs

to an entirely different level. Why is this important you may ask? Clean designs that have a focal emphasis, line and overall appealing aesthetic sell better. Today is the age of social media and digital so your pieces must translate well in photography. The cleaner the design and more intentional lines the easier it is to convey emotion and your true intentions. Mike will have two hands-on workshops for beginners and mid to advanced levels.

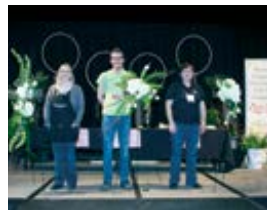
Your third presenter is Nicole BZ. Follow the leader is one way of managing a business but when the leader isn't around, there is no one to follow. Some days when the leader is in the room they are in the trenches working, assuming their support knows what to focus on next and the right thing to say to the customer who walks in looking for help. Leaders teach decision making and autonomy not The Hokey Pokey. This discussion focuses on how to start tapping into inspirational leadership techniques.



Join us Friday evening starting at 6:00 p.m. for our first ever Floral Game Show. Vendor preview, cocktails and live game show till 9:00 p.m. Bring your best trivia team to win! Open to the public from 6:30-8:00 p.m. in the ballroom only with new varieties and Floral Game Show. Invite your customers to see innovative designers, new products, and some unique roses and florals. ✿



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!

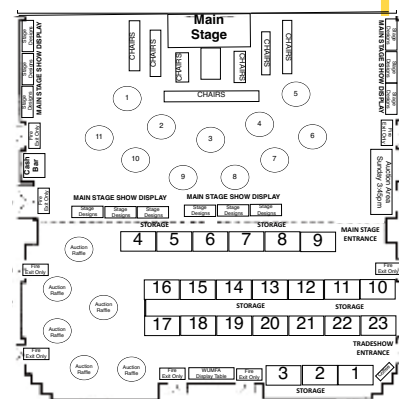


### Trade Show Hours:

**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@greatlakesfloralassociation.org](mailto:rod@greatlakesfloralassociation.org). Download your 2020 Exhibitor Kit here: <https://www.wumfa.org/wumfa-annual-convention/>

# 2020 WUMFA Design Contest

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn and evolve as a designer. This year, as we focus on Floral Game Show, you will apply your skillset to show current and future trends. Winning competitors will be acknowledged at the Saturday night banquet and in *The Professional Florist*.

## Professional Division Winner

Become the Wisconsin Professional Designer of the Year!

This year Professional Division contestants have an opportunity to further compete and win larger cash prizes. The first step is to enter all three professional categories in the WUMFA design contest. The three top scoring designers will be notified by text following completion of judging and must confirm receipt of the text message. Those three will meet at the WUMFA registration desk promptly at 3:30 p.m., Saturday, March 28, for the on stage surprise package design run off beginning at 3:45 p.m., ending at 4:15 p.m. Designers must provide their own tools (knife, wire cutter, pruner, scissors, needle nosed pliers, foliage stripper\*). All identical design materials will be provided by the design contest committee. The winner will be judged by their peers in a people's choice vote, announced at the Saturday night banquet and receive \$300, the coveted title of 2020 WUMFA Professional Division Winner, and acknowledgement in the *Professional Florist*. This is one step in the process to become Wisconsin Professional Floral Designer of the Year. The winner will be required to participate in phase two, competing against all winners of the Home and Garden show contests throughout the winter. Five to six winners will compete at the Wisconsin State Fairgrounds in August for an hour and a half in three categories and will be professionally judged by certified judges. The ultimate winner will receive \$1,500 from the Wisconsin Florist Foundation, a plaque and are highly encouraged to use the money to participate in the Sylvia Cup. \*No other tools will be allowed.

## Student Division • High School

### Theme: Family Feud

You will design a crescent or L-shaped arrangement appropriate for a dressing room on the set of Family Feud. You may use any materials listed in the packet and items relating to Family Feud to convey theme. Your display space is limited to 24" wide by 24" long and 48" high. Wholesale value is not to exceed \$30. \*No Props, \*see below.

## College/Trade School/Novice Division

### Theme: Green Room Envy

Create a contemporary arrangement that you might see in the green room of your favorite game show. This arrangement will be placed on a round coffee table that is 30" in diameter. \*You have a limit of \$35 wholesale. Display space is limited to 24" wide by 24" long and 48" high. \*No Props, see below.

\*Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges. No permanent botanicals (silks) are allowed

\*No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.



## Prizes for all categories and themes:

First Place: \$100, Ribbon, and Certificate  
 Second Place: \$50, Ribbon, and Certificate  
 Third Place: \$35, Ribbon, and Certificate  
 Professional Division Winner \$300 and Certificate  
 Academy \$250 and Certificate

Download contest packet at [www.wumfa.org](http://www.wumfa.org).

If you have any question contact Lisa Belisle AIFD, CF, at (262) 744-1553 or email [lisa@floraelements.com](mailto:lisa@floraelements.com).

You can also contact the WUMFA office at (517) 253-7730.



## Professional Division

### Theme 1: Game Show Celebration

Create a centerpiece for a dinner celebrating a game show's 30th year. It may not still be on the air, but can be a show you remember growing up with emphasis on color, techniques and playful movement. The centerpieces will be placed on a 72" round table set for our very own dinner on Saturday. The centerpiece must be practical for a dinner party, specifically should not restrict views and/or conversations. The display space is limited to 20" long by 20" wide with no height restrictions. No permanent botanicals (silks) are allowed. You have a limit of \$75 wholesale. \*No props, see below.

### Theme 2: Contemporary Sympathy

Create a sympathy arrangement for a male considered contemporary or modern, This means non-traditional. Think a few years ahead and out of the box. You may pick any type of arrangement, but it must fit in the display space of 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. No permanent botanicals (silks) are allowed. \*No props, see below.

### Theme 3: Wedding Hoop-la

Create a bridesmaid's bouquet using the popular hoop. Hoop material is yours to choose: metal, wood or custom made. The bridesmaid dress is aubergine and the bride loves an organic feel. You have a limit of \$35 wholesale excluding the hoop. Prop to display the hoop is allowed. \*See below.

\*Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Your entry must be mechanically sound to withstand touching and handling by judges.

\*No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.

## Academy Division • Theme: Wheel of Fortune

Pat and Vanna are hosting a themed patio dinner party and need an entrance piece. They want an interpretive design that will be the centerpiece of the evening showcasing the fun evening ahead. They are seeking your creative skills to celebrate the many years of Wheel of Fortune and a location where they have filmed. This should be grand! Type of perishable items not limited and may include flowers, foliage, fruit, vegetables, branches, plants, and succulents. You have a \$75 wholesale limit for perishables. Hard goods and mechanics will not be part of your dollar value. Entry must be mechanically sound to withstand touching and handling by judges. You will be given a 72" round table to display your piece. Props are allowed!

## INDUSTRYINFO

# Industry Info

### Mediation Available to Help Farmers Resolve Disputes

Michigan farmers can now mediate a wide range of disputes at no cost through the Michigan Agricultural Mediation Program (MAMP) thanks to the 2018 Farm Bill. The bill enables the MAMP to mediate agricultural issues involving leases, farm transitions, organic certification, next-door neighbors and more.

The MAMP helps the farm community resolve disagreements without resorting to costly adversarial hearings and court proceedings. Before passage of the farm bill the MAMP could only mediate cases involving USDA programs or loans. The MAMP still mediates those issues but now can mediate more. For example, families passing the farm to the next generation may find mediation helpful if disagreements arise among family members. A tiff with a neighbor may best be mediated to keep the peace. Lease transactions can be mediated to keep payments manageable or the lease in force. Farmers in Michigan and across the country face declining incomes, late plantings, and increased stress. Unresolved conflicts can end up in court and cause farmers to miss critical planting or harvest windows, lose farm property or be denied operating loans.

Mediation enables participants to talk informally and openly about the issues. A trained, impartial mediator helps the participants build trust, focus on the issues, and generate options. The participants, not the mediator, decide the case. If they find a solution that they both can accept and complies with the law, they sign a written binding agreement. To request free mediation or for more information, call (800) 616-7863 or go online at [www.agmediation.org](http://www.agmediation.org). All calls are confidential.

### Did You Know??

Actress Judy Garland was not only a florist but owned her own flower shop in Los Angeles. The actress started this venture at fifteen. Her mother wanted to make sure that Judy had a trade to fall back on if acting did not work out. The profits from the flower shop were meant to be put into a trust fund for Judy.

After a day of filming the Wizard of Oz, Garland would come to the flower shop and put in one to two days work. A true art form of the era was to put out a huge display of cut flowers outside.

For more interesting tidbits go to [blog.exoticflower.com](http://blog.exoticflower.com).

### AFE Names New Trustees

The American Floral Endowment has appointed Dr. Megan Bowman of Ball Horticultural Company and Gustavo Gilchrest of Kennicott Brothers Company to the AFE board of trustees. Both will serve a three-year term which started in September 2019. Trustees are industry leaders who volunteer their time and talent to help guide Endowment activities and programs benefitting the industry. Both will also serve on an AFE committee related to education, public relations and development, research, or the Floral Marketing Research Fund.

### Bellagio Conservatory Opens Autumn Display

The Bellagio Conservatory and Botanical Gardens, Las Vegas, has opened their "Indian Summer" display which will run until November 30, 2019.

"Each season horticulturalists and designers who make up the Conservatory team transform the 14,000-square-foot area into the colors of spring, summer, fall and winter along with a special display for Chinese New Year. When the seasons turn and the displays rotate, 90 percent of the trees, flowers and plants in the conservatory are recycled. Beneath the Conservatory is an irrigation system that waters the trees and topiaries while the flowers and shrubs are watered by hand. After a few weeks, flowers are recycled into mulch which is switched out after every show to prevent insect infestations, and replaced."

The Bellagio Resort has a horticulture staff of 120 that maintain the Gardens and the grounds led by Executive Director of Horticulture Jerry Bowlen.

## Welcome New GLFA Members!

### Beautiful Events by Kindred

Paige Gabel  
8114 Chilson Rd.  
Pinckney, MI 48169  
Phone: (734) 355-8181

### Bloomin Crazy Flowers & More

Carolyn Arndt  
2486 Black River St.  
Deckerville, MI 48427  
Phone: (810) 376-4600  
<https://www.bloominrazyflowers.com>

## INMEMORIAM



**Salvatore "Sam" Viviano** died last month at the age of 85. In 1964 he purchased Bartz Florist in Toledo, Ohio. Over the years Bartz Viviano grew from one small shop to six stores becoming the largest florist in Ohio. He later sold the business to his son Frank who ran it for over 20 years. Grandson Frank is now at the helm.

Mr. Viviano was highly involved in the community and was the recipient of numerous awards including Retail Florist of the Year from the Michigan Floral Association.

He is survived by his siblings, Tony, Carme, Tina, Pauline and Rose; children, Kathy (Jim), Frank, Sam (Judy), Marisa (Steve), Julie (Mike), and Matthew (Donna); 20 grandchildren and four great grandchildren.

# BEING A GOOD PUBLIC SPEAKER!

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



I have been speaking publicly for over a hundred years, and in that time, have said and done many wonderful things, and also many (groan!) not so wonderful things. Here's some quips, stories and thoughts on presenting publicly you may enjoy, or at least learn from.

When I first started speaking and presenting in front of my peers, I was TERRIFIED! Honestly, wouldn't sleep for days (Don't worry, I still could eat, darn it!) and when I went on stage, had to have a skirted table and a solid podium.

You see, my left leg shook so badly I had to lift it or it would either make my entire body shake or I'd sound like an out of sync tap dancer. I learned quickly; however, that the only way to get over this affliction, and the consequent whispers and looks of pity from the audience, was to totally own it! I would say, "I'm SO excited I'm shaking!"

People always love excitement, so we all got along great after that, and the shaking pretty much stopped. You see, my darlings, the physical feeling of being nervous is exactly the same as when you are excited.... sometimes you just must tell yourself you're excited.

**Be sure to take a breath!** I've seen designers on stage that absolutely look like they will pass out; I want to yell out, "SLOW DOWN and Take a Moment!" What's the term, a "Pregnant Pause"? Whatever, slow down...count in your head if you have to.

**Engage the audience!** We learn as designers to make what we do cohesive so remember we must do that in front of an audience too. People like to be a part of the experience, so make sure you are speaking TO and not AT the audience. Remember, these folks have taken the time to come and be inspired, educated and entertained.

I was told that I am an "Enter-trainer" and I have owned that title ever since, so I hope you all will strive to be one, too. Information tells (folks can look up anything now with a few simple clicks) whilst a story sells. I LOVE telling stories and feel that's why many people tune in to what I have to say besides the fact that I am handsome, brilliant and of course, humble.

**Practice makes perfect!** My darling Petals, I have frigged up so many times on stage over the years, and when it happens (and it often does) I acknowledge it and move on. I remember

swearing loudly once when falling through a stage. (Some dope head decided to make the stage a bit bigger, so added a foot-wide piece of cardboard in the middle). When I fell, the first, well, second, thing I did was ask if what I thought I said actually came out of my mouth. It did. Oh well, I wasn't hurt, nor was the audience.

I cut myself badly on stage once, which is why I now have a skirted table and a roll of waterproof tape on it at all times. When it happened, pretending to drop my knife on my knees behind the table, I was able to tape up my thumb. Now, if it wasn't for that old Toot in the front row who kept telling me I would need a stitch, I'd have gotten away with it.


**Know where you are!** I travel a lot at times, and have been known to get confused, so have learned to write where I am and have it on the table on stage. I suggest you write the sponsor and host names as well, and maybe a note to smile, slow down or breath, too. I did a show and said, "I'd like to thank so and so Wholesale..." the wrong wholesaler! But, recovered by saying, "But they didn't do anything, so I won't!" Whoops!

**Don't be so Uptight!** No one likes a person with a stick up their arse, so cool down and learn to smile. Laughter is a wonderful tool, so I suggest you learn how to laugh...especially at yourself. I did a presentation for a crowd of uptight "Great-I-Ams" and decided after a few minutes that I could no longer take the snobbery, so I deliberately made an arrangement that fell apart on stage.

I let the audience mumble for a minute, then clapped for them letting them know how lovely it was to hear them talk about what they would do rather than just sit and glare. I never worry whether folks like my work anymore either. I do things for inspiration, so sometimes even the most rotten piece can make folk think.

If you have never done a presentation or been on stage, I want you to make it happen. I love bringing folks on stage, especially students. By telling the audience we're going to have a conversation and they are welcome to listen in, that usually makes my guest more relaxed.

I get to speak all over, not just to florists, and am very thankful for these opportunities. My dad said to me once my big mouth would take me to a lot of places and also would get me in trouble.

He was right! 

Make 2020 the year you and your employees become Certified Florists!

Order a manual and one round of testing for only \$599.95.

Call Cindy at  
(517) 575-0110



# Great Lakes Floral Association Fantastic Education Session!



## Introduction to Basic Floral Design

### One Week Course

Monday - Friday

January 13, 2020 - January 17, 2020

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

Nordlie/Kennicott, 4611 Ivanrest Ave. SW, Grandville, MI

**Member \$1000 • Non-Member \$1250**

**Instructor: Alice Waterous AIFD, CF, PFCI**

This comprehensive course will introduce beginning students to the exciting field of floral design. Principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color are the focal points. For those desiring to become a Certified Florist, this class is a great first step. Time will be divided between lecture and hands-on design.

Students will have completed designs to take home each day. There are 36 hours of classroom instruction time with no exams.

Limited enrollment of eight ensures personal attention.

Includes all flowers and supplies. Lunch on your own.

**Bring your own tools (pruner, scissors, wire cutter).**

**A floral knife will be provided.**



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

#### RETAILERS



**DOUG BATES**  
AIFD, CFD, CF

269.651.1000  
101 E Chicago Rd  
Downtown Sturgis  
[www.designsbyvogts.com](http://www.designsbyvogts.com)



**LAURIE VAN ARK**

1424 EAST GRAND RIVER  
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#### CLASSIFIED ADS

##### Floral Designers Wanted –

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

### RETAILERS

**Waukesha Floral & Greenhouse**

(262) 542-8152  
Fax: (262) 542-6035  
designer@waukeshafloral.com

319 South Prairie Avenue • Waukesha, WI 53186  
1-800-825-8152 • www.waukeshafloral.com

### VENDORS

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