

The  
Professional

# Florist

Volume II 2020

**Why Sympathy  
Rhymes with  
Empathy**

**Designing a  
Celebration of Life**

**Floral Retailer/  
Funeral Director  
Relationships**

**Making Your  
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# Florist



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# Breaking News...Death of *In Lieu Of Flowers* Reported

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



*FNN reported the demise of In Lieu Of Flowers last night. It was put to rest by the efforts of concerned florists after a run of over 70 years. Many bouquets of flowers were sent to the funeral. LOL...*

While this could be deemed “fake” news, it is important in this day and age that we in the floral industry make a concerted effort to convince our customers of the value of flowers at a funeral or memorial service.

The phrase, which actually means instead of flowers, first came into being in the 1950s, coupled with the idea that some people would rather donate to charities. However, it evolved into a negative line that has hurt flower sales. Obituaries can suggest donations without suggesting no flowers. Such sentences as memorial contributions may be made to...flowers and contributions are welcome...or the family has asked that (name of charity) be designated for contributions...all lead in a more positive direction.

Surveys done by Harvard University and Rutgers University show that flowers touch the emotions and aid the grieving process. They express feelings without using words, an expression of sympathy and support. Additionally, flowers add beauty and warmth to a funeral. Continuing support for the family, sympathy etiquette suggests sending flowers or a plant to the home.

Besides educating the public to the value of funeral flowers, your relationship with local funeral directors is all important. As members of the community, they keep up with trends in their area and are invaluable in spotting

changes in funeral tastes. Be sure you establish a regular exchange of ideas with them.

I attend the Michigan Funeral Directors annual convention regularly and speak to them one on one about this topic. If we all work collectively with our directors, maybe one day soon this headline won't be fake news but reality. 🌸

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# Design Style

BY BOB PATTERSON CF



## Sympathy with a Touch of the Outdoors

**T**his memorial easel tribute created for a person who loved the outdoors highlights yellow, orange and green flowers accented with pine cones and deer antlers. The various flower varieties create many lines inside the oval shaped tribute. Bells of Ireland provide a vertical line that establishes major flow to the design. The orange roses create a diagonal line from high right to low left. By adding to both sides a balanced design is achieved. To complement the texture of the bells of Ireland, snapdragons go in a left to right horizontal line. The orange lilies in line from high left to low right lends balance through repetition of the color orange in the roses. Fatsia, Italian ruscus, grevillea, huckleberry, and white pine foliage add to the texture and beauty of this woodland expression. ✿



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DESIGNERSPOTLIGHT

# Designing a Celebration of Life

BY BRENDA HANKIS

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

**D**esigners express our thoughts on sympathy through creativity which brings a sense of warmth to the family of the deceased. Showcased here are white calla lilies, lavender dendrobium orchids, purple snapdragons, a large green hydrangea, wax flower, monstera leaves, calathea leaves, lily grass, artificial branches and a vine sphere. I designed this in a cement container using a liner and Oasis®. Insert the calla lilies first because of the larger stem; then add branches for height. Add the lavender dendrobium to the left side and purple snapdragons on right to balance the arrangement with monstera, calathea and lily grass at the base. The green hydrangea is the focal point with a vine sphere for texture, and wax flower in center for a little pop. The arrangement is more for the non-traditional customer looking for something unique. ✿



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# Why Sympathy Rhymes With Empathy

BY ROBBIN YELVERTON, AAF, AIFD, CAFA, CF, PFCI,  
BLUMZ...BY JR DESIGNS, DETROIT, FERNDALE AND HOLLY, MICHIGAN

**W**hile sympathy design doesn't get the headlines or the limelight that weddings and events do, it is as vitally important. No television show has ever been developed with the title "Say Yes to The Casket Spray" or "Whose Funeral is it Anyway?". The closest it has come is the movie "Four Weddings and a Funeral" or the occasional state or celebrity funeral, like Aretha's (which was sort of both!).

With weddings, we are celebrating a singular event, the marriage of a couple. With funerals, we are celebrating a complete LIFETIME. Additionally, as floral professionals, we often must not only assist a family in making appropriate floral selections but also educate those clients who for one reason or another have little or no experience in dealing with the loss of a loved one.

We become, at times, as much a counselor as a florist especially when that client is younger and has frequently avoided or been shielded from funerals or has not had a close family member die. As a professional florist, we have much more experience on this subject than most customers. However, that doesn't always adequately prepare us when it is our own father, mother or child that has died.

In the past year, I personally have lost not only my father but also my partner's mother who was like a grandparent to me and a groom whose wedding I had officiated only four months prior to his death. Dealing with these deaths first-hand has only made me appreciate more what we as florists do and the comfort that our designs provide.

Gifts of flowers and plants at a funeral provide the grieving with tangible evidence of the love, support and positive energy that their family, close friends and business associates are giving them. They also celebrate the many ways in which the deceased was a part of the lives of these people. With this

in mind, we as florists and floral designers should be ever mindful that we are not just taking a floral order. We are communicating an emotion, sharing a feeling, recognizing a relationship and celebrating the very existence of another human being. It's so easy to get wrapped up in the "craziness" of the flower shop and the process involved with taking the order, making the order and delivering the order.

On two consecutive days at work, I was asked to create designs for three people who had lost their lives. They were all under the age of 28, one being only nine. They all had a common theme, comic book super heroes. The comic book characters Superman, Batman and Ironman were significant in these people's lives, so much so, that family and friends wanted this demonstrated in flowers.

We designers are called upon to express the facets of the deceased person's life both beautifully and within budget. Sometimes it's as simple as including a printed logo or insignia in the design and composing an arrangement of flowers that emphasizes the theme. Many times the client will not have these items so we must provide them. For the Batman and Iron Man designs, it was as easy as going on line, finding a suitable printable image and printing it on a card stock weight paper.

Keep in mind when doing this that most desk top printers do not print in water resistant ink, so be very careful with the mister bottle of finishing spray. Add the logo when the design is near finished so as to reduce the possibility of getting it wet. The third arrangement, Superman, was more elaborate. A square water soaked foam frame with a mache backing was used. The client brought in the 8"x10" color photo in an inexpensive plastic store frame. The florals were added before the framed photo was put in place to reduce the risk of it getting wet.



## SYMPATHY



The framed photo was fastened to three hyacinth stakes that had been placed in the design. This allowed the frame to be “suspended” within the wreath of flowers without it actually touching the wet foam. Finishing off the design of red roses and carnations, blue hydrangea and delphinium and red tinted cushions were two small Superman action figures. Mission accomplished.

A fourth funeral that took place only days later required a different touch. This more mature gentleman had been a very successful architect in Detroit back in the day and was responsible in helping design some of the iconic buildings that give Detroit its unique skyline. One of his daughters provided us with the very tools of his trade that he had personally used. With these tools and a desire to create something that represented his craft, a casket piece and two end pieces were designed.

Clean lines, bold forms and a simple color scheme of red, white and green with accents of black were selected. As the pieces took shape, the draftsman’s drawing tools were worked into the designs creating wonderful angular shapes and unique lines. A lifetime of creative energy and vision was represented in the compositions.

Vellum “paper” with actual sketches that he had drawn were used to create the two end pieces. The vellum was

treated much like a very wide ribbon, being added after most of the flowers had been placed to reduce accidental water spotting. And in one, simply because his grandchildren knew him for his grey “bicycle” hat and love of chocolates, a box of Detroit’s own, Morley’s chocolates and Grandpa’s hat were added. His family still talks about how amazing the designs were and how pleased they

were with the way his legacy was celebrated.

At the passing of Jerome’s mom, Cecilia Raska, we knew that what we were going to do would be as she always said of us, “too much”. But we wouldn’t have had it any other way. Her love of flowers and favorite colors, hot pink, fuchsia and purple were evident in everything that was done. From the casket spray and matching urns of blooms to mirroring open hearts on easels all were overflowing with roses and dendrobium orchids in tints and tones of pink, fuchsia and purple.

Personalized tributes featured a youthful photo in a mossed frame nestled in a garden of flowers and an easel spray featuring mindolino wings in the shape of an oversize butterfly, another favorite of hers. Mourners were gifted with packets of garden flower seeds with a poem encouraging them to plant the seeds in her memory.

When my own father passed, it wasn’t hard for me to come up with a tribute that he would have approved of. My Dad’s love of the West, cowboy life and his 40+ year career as a brakeman on the Illinois Central Gulf railroad figured heavily in the designs. His favorite brown Stetson hat rested on a bed of yellow roses in which green lemons from his own lemon trees, foliage and blue hydrangea from my parents’ yard

and deer antlers had been incorporated.

At the head of the casket, as requested by my mother, an easel spray stood with his lariat in the shape of a wreath, his work gloves and red bandana on display. At the base of the easel sat his first pair of custom made black leather Justin cowboy boots containing sunflowers and his last, fittingly yellow, railroad brakeman’s lantern. All those attending the visitation, especially his former railroad friends and hunting buddies, were moved by the display.

While we can never take away the pain of loss or replace the one that is departed, our work and creative talents can offer comfort and remind the bereaved of the blessings of a life well lived. Whenever working with a client, be sure to remember that sympathy rhymes with empathy and we should all place ourselves in our clients “shoes” for a moment. Take a deep breath when they are getting a bit challenging or difficult and remember they are dealing with this event best they can. 🌸





# Floral Retailer/Funeral Director Relationships

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*The following is an excerpt from "Funeral Directors & Flowers, Insights into Floral Tributes in the Funeral Industry", a study from the Floral Marketing Research Fund in collaboration with the American Floral Endowment. The survey is a guide to floral tributes in funeral services, consumers' reactions, and feedback to improve relationships with floral retailers.*

*Forty-one continental U.S. states were represented, plus participants from the District of Columbia and Puerto Rico. Ohio had the most responses (16), followed by Pennsylvania (15), Michigan (11), Illinois and New Jersey (9). The other states had fewer participants. Seventy-three percent of respondents were male. Sixty-six percent of the sample had more than 20 years of experience, 14% had 16 to 20 years of experience, 8% had 11 to 15 years of experience, and 12% had less than 10 years of experience. Most businesses (64%) employed less than six people and were independent/single location businesses. Thirty percent of the businesses were serving a city/community with less than 10,000 people, 41% were serving a city/community with 10,000 to 50,000 people, 14% were serving a city/community with 50,000 to 100,000 people and 15% were serving a city with more than 100,000 people.*

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**F**loral arrangements and potted plants are used in times of bereavement to provide comfort, express sympathy and symbolize remembrance. The following explores the relationship between floral retailers and funeral directors. Knowing funeral directors' viewpoints of their relationships with floral retailers is vital because it highlights the strengths and weaknesses of the current relationships and helps investigate the opportunities for strengthening these business alliances.

Some funeral directors indicate that there are sometimes miscommunications with floral retailers. Floral retailers can regularly visit and maintain on-going communications with funeral directors to help minimize miscommunications.

Regular provision of up-to-date promotional materials (product offerings, availability, and price options) is one means of staying connected and nurturing a good business relationship. Floral retailers can use social media to keep their inventory list and design options updated and available to consumers and funeral directors. The promotional materials should help improve the ease of ordering floral tributes.

Floral retailers also need to continue to provide excellent and consistent product service and customer service. Good customer service helps improve the communication process and build trust that the product will meet customer expectations. Trust leads to repeat business and recommendations from funeral directors and end customers.

Most funeral directors verbally provide the name of local florists during consults and many of them like to have the link to the florist's websites on their websites as a way for recommendation. Floral retailers can partner with funeral directors and make sure the links to their websites are

featured on the funeral directors' websites and other promotional materials. Having business cards and other promotional materials with website link information readily accessible to funeral directors can also potentially encourage funeral directors to recommend the florists to their clients.

If the funeral director gives the floral retailer a referral, the floral retailer can acknowledge the referral and refer the funeral home/director to potential clients to improve their business relationship. Occasional thank you notes, flowers, compensation, etc. are all acceptable acknowledgements. Floral retailers can also use social media to refer the funeral home and promote floral tributes.

The floral retailer and funeral director can refer to each other's businesses to generate consumer interest.

Thirty-seven percent of funeral directors indicate receiving referral compensation would or might encourage them to promote flowers at a service, while only 11% of them are currently receiving compensation regularly. Giving compensation to funeral directors may, in some cases, lead to increased recommendation and use of floral tributes at funeral services.

However, 63% of funeral directors stated referral compensation would NOT encourage them to promote flowers at a service, so good communication and service to the funeral director seems a more viable way for florists to establish and maintain good relationships.

The funeral home often gives a floral tribute to the bereaved family; giving a discount to the funeral home would be another means of showing appreciation for their business. Many funeral directors are positive about local floral retailers and the products and services they offer. However, they had many suggestions on actions floral retailers could take to

improve the services they provide to the funeral industry. The appendix lists specific actions retailers can take to improve their business from the funeral director's viewpoint. For a copy of the report go to [www.floralmarketingresearchfund.org](http://www.floralmarketingresearchfund.org).

**RESULTS AND CONCLUSIONS**

Funeral directors are incredibly in-tune to the needs of their clients. Many funeral directors are experienced, run

small companies, and operate in areas with lower population densities. Therefore, floral retailers' relationships with funeral directors are important to bring repeat business.

In person visits with funeral directors provide floral retailers with the opportunity to remind funeral directors of their products/services, address existing/potential problems, and build long term relationships. ✿

# Making Your Funeral Work Stand Out

BY GARRETT SKUPINSKI CF, FLORAL TODAY, ST. LOUIS, MO



**A**s one of the least unprogressive parts of the floral industry, funeral work has had little to no change for decades. Even when designers get creative it's usually simple up sales or add-ons to pre-existing traditional designs.

With funeral companies making it easier to undercut or remove floral professionals from the sales or development of funeral design, it's up to you to set your floral company apart. So alongside those masses of roses, mixed flower and messy organic designs, find what makes your design worthy to celebrate the life of the deceased.

Here are a few techniques to start making your sympathy designs stand above the rest.

**Add-in/Up sales:** The simplest way floral professionals make sympathy design more unique is through adding specialty focal points to a design.

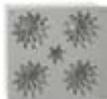
This is usually achieved through put something unique in an arrangement such as cowboy boots, tools, quilts or other personal items. This can also be achieved with the use of uncommon focal flowers such as Tillandsia xerographica or techniques such foliage manipulations with painting and foliage folding.

**Create An Experience:** Create the sympathy design in a way that will invoke emotional connection to hobbies, experiences and moments shared with the deceased.

Whether the deceased was a fisherman, skydiver, floral designer or architect there are limitless opportunities to show professional design skill to represent these experiences. Bringing in unique styles and techniques is key so you can create woodland vertical casket sprays, braided quilt garland easel designs and any other floral fantasy you as a professional floral designer can think of.

**Amplify The Preexisting:** When you look across most floral design websites you can find the average and normal traditional casket sprays everywhere which will always be good to have but are a good base for better. Take a stroll through your website and come up with two to three ways your standard pieces could be elevated, then pick one and create it.

You don't have to reinvent the wheel if the wheel can be created better. How can you take your standard twenty four red rose casket spray and professionally elevate it to something unique and special while still marketable on your website? Experiment with more interesting foliage, new textures or colored flowers. Easiest of all is trying out new floral styles. ✿



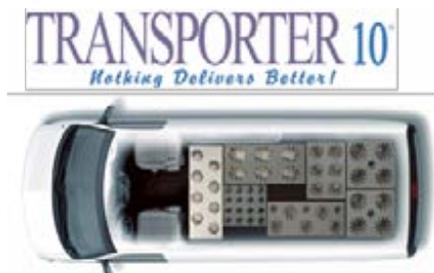
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## ROSEPARADE

# The Making of a Rose Parade Float

BY LAUREL HOLLOPETER AIFD. FLORAL DESIGNER, FIESTA PARADE FLOATS



**T**he beauty of the Rose Parade floats just doesn't happen overnight. In fact, after months of planning, sketching, on the road trials and finally coming up with all the color and flowers, the floats are finally nearing their final stages.

At the Fiesta Parade Float Company, located in Irwindale, California,

volunteers and floral designers gather in earnest the day following Christmas to begin decorating floats for the annual parade. The entire float must be covered with all natural products per Rose Parade rules and no dying or painting of the products is allowed.

The bodies of the floats have been run through numerous test runs on the streets of Pasadena and the surrounding areas to make sure come New Year's Day there are no surprises as the floats flow down Colorado Blvd.

Once all is well the decorating of the dried products will begin. The volunteers doing the dried work might be a community group, float sponsor employees and their families, Girl Scouts and families who have made this an annual tradition.

As a floral designer our role in the making of a Rose Parade float differs slightly. December 26 is our travel day to arrive at Fiesta. Some might have choose to come in earlier (I myself arrived on Christmas Day) and all designers are on the grounds by December 27. This makes year 13

working on floats for Fiesta and I also worked one year as a volunteer with Phoenix Float Company.

Some design teams have already had their walkthrough going over the float and floral design to be used. The lead designers are given design books that indicate the number of flowers to be used and the types of product that will bring the float to life in four days total, hard to believe.

Floats have varying numbers of designers on the teams, depending on the size of the float and the number of arrangements that will be completed. The staff at Fiesta assigns the designers to each float, based on designer strengths. I have been assigned to floats that have azalea trees (made out of alstroemeria) for five years. I did my first ones, Jim Hynd loved what I did, and since then I am the azalea tree king. This year alone there were four trees on the "Dig Alert" float each with over 250 floral insertions.

When making these arrangements we must take into consideration the length of travel and all the bumps and other road issues. The floats travel several miles to the actual start of the parade from numerous warehouses and other locations. The actual design must be well secured to the body of the float so nothing moves or is damaged on the way to and during the parade.

As we start to bring the floats to life, our guide books or "heart" of the designs tell us what we need to do each day to stay on task. Depending on the weather there are times we must slow down if it is too warm.

All the floral is in either water vials or in floral foam to keep the flowers fresh and beautiful for the parade. The base of the floats are covered in Christmas greens like evergreen and huck to hide the foam that has been sprayed on. When you see the greens



## ROSEPARADE

# Here Comes the Judge

BY RENE VAN REMS AIFD, RENE VAN REMS INTERNATIONAL, CARLSBAD, CA

In 2012 I received a phone call from a gentleman who announced that he was the chairman of the judges committee for the Tournament of Roses Parade. “Would I be interested in providing my services as an official judge for the parade?” Of course, I said YES! A year later I received a call that I was approved by the committee for the January 2014 event. I felt like a kid on Christmas morning.

The number of tournament volunteers is flabbergasting and involvement is a serious commitment. Not until later did I find out that my judges’ liaison had been involved for 14 years. I met people who had been involved for 40 years. Tradition indeed.

After checking in as a VIP in Pasadena, I received my itinerary for the next four days. As formal as it looked, it was also similar to a boot camp drill order, 6:00 a.m. breakfast call, briefings, orientations, and then into a limousine to start touring. Back late at night for a working dinner.

The instructions on judging were strict. We got five minutes to judge each float. It helped to have both champagne and strong coffee in that stretch. What I was not prepared for was and is the level of enthusiasm displayed by all the float design volunteers. It was truly overwhelming. I cried.

There are many judging criteria to consider and my personal assistant kept close track of my diligent work and, as soon as I was finished the score sheet went to the next group of limo travelers to be tallied. Very official.

There are many layers to creating a float from scratch. There are various categories on length and height as well as electronics and entertainment value. I, of course, looked at flower use, color combinations, creativity of use of botanical materials, (Everything on the floats has to be organic with no paint added), proportion, scale and creative movement to name a few criteria. Everything has to be approved and signed off on. Many moving parts, literally.

Three judges travel together to visit all the floats, once from scratch then again as a full dress rehearsal, complete with pyrotechnics, musical groups, dancers and twirlers. We see, what you see, but just for us, the day before the big New Year’s Day parade. It was so awe-inspiring and multi sensory that it became emotional and very personal.

The creativity, artistry, skill and labor of love, that goes into the actual float design, foundation prep, animation and finishes before flowers are even added is like being on a movie set. Then, the floral design in all various aspects are added on these huge scaffolded beasts.

*continued on page 14*



going on you know the float is nearing completion soon. After the greens are pinned down the final step on the float is putting the floral décor on the base.

Most of the bases are of roses and carnations in water tubes. Some floats have more design on the edges and you might see fresh fruit, curly willow and orchids incorporated. The floats are finished when the design is verified by the Fiesta staff.

Once you are done with your float if you have more than one assigned you just move to the next. If you have only been assigned to one float, you move to help other design teams complete others.

We have stayed late and there have been years when we finished right before final judging which is on December 31. There is one pre-judging done on December 30. During that pre-judging the only people allowed on or near the floats are the floral design teams, all volunteers must be out of the building. At this point we try to save a “surprise” element for the final judging. All floats for “Team Fiesta” must be done before 9:00 a.m. on December 31.

As a members of the design team, we come back for the final judging as at this point the floats are judged as if they are actually going down Colorado Blvd., with walkers and the theme music.

It is then we go back to the hotel to catch up on sleep we didn’t get or gather as a family for lunch. The troops rise and shine early on January 1 to head to the parade at 4:00 a.m. After securing our parking spaces we head to the parade and walk the floats as they are all lined up. At 6:00 a.m. we gather at the Tournament House for the announcement of winners.

This year Fiesta took ten awards out of the 11 floats we built. The float, Aids Healthcare Foundation “Hope for the Homeless” won the Isabella Coleman award, most outstanding presentation of color and color harmony through floral design. I was a lead designer on this float and am extremely honored with this award. Hard to believe as I am actually color blind! ✿

## ROSEPARADE

continued from page 13

There are several mainstay float building companies like Phoenix Float builders and the flower industry's own Jim and Tim at Fiesta Float Building Co. who are the backbone of the parade each year.

Along with some smaller and newer companies and many municipalities who "self build", you end up with thousands of worker bees. The smaller private floats are stationed in townships all around Pasadena and in some cases have a 60 year or more continuous history with the parade.

Floral design topics and execution vary greatly depending on who is involved. Most designers are community volunteers while others, often AIFD members, are hired for a series of days.

I say days, but take that as 20 hour days, and in some cases an "all nighter" to get that float ready for December 30, the final judging day.

The excitement builds when the whole judges committee and judges arrive at the headquarters hotel later that afternoon to tally and discuss the findings. This goes well into the evening.

At 6:00 a.m. on New Year's Day we reported at the front door of tournament headquarters to hear who won the coveted Sweepstakes Trophy and a host of other honors.

What I took away from this most humbling four days is the experience of positive energy, synergy and love that humanity is able to display when organized from the top down. Everyone is there for their own reason, belief, conviction or simply for the experience.

Like the Grand Canyon and other worldly wonders, the Rose Parade is so much bigger and majestic in person that when you are along the route, with the music, magic, dancers and people from all corners of the world, it is truly a happy new year. ✿



A restored 1800s sleigh took part in the parade, pulled by a team of Express Ranches Percherons.



A 1910 Pope-Hartford Model T carried Grand Marshall Olympic champion Laurie Hernandez. The two other marshals in other cars were actresses Rita Moreno and Gina Torres.



Pulled by an eight horse hitch of rare black and white Express Ranches Clydesdales, this 1880 replica carried the mayor of Pasadena.

# Riding in Style at 2020 Rose Parade

*Pictures courtesy of Pete Samek from FTD.*

Once again this year, FTD decorated the antique automobiles and other vehicles which carry the Tournament of Roses Parade VIPs down Colorado Boulevard. The company which has been affiliated with the parade for 60 years is also the sponsor of the Rose Parade float awards. ✿



A variety of flowers decorated this beautiful 1911 Rolls Royce Silver Ghost enjoyed by Tournament of Roses President Laura Farber and her family.

# Using New Sympathy Design Mechanics to Create Event Showpieces

BY DEREK WOODRUFF AAF, AIFD, CF, PFCI



**W**hen purchasing floral supplies and design mechanics, it's important to get more than the intended use out of the investment. This often results in creative thinking and trial and error to discover new and different ways to use new products.

Since sympathy is such a small part of my own business, I found myself using new age sympathy mechanics and cages for more than just elevating urns and photo frames. Read on to discover how to transform urn riser mechanics into larger scale event showpieces.

Serenity is a sympathy mechanic from Syndicate Sales that debuted last year. It is a line of foam-in cages and different styles of platforms created by designer Dawn Podolske from Montana. Dawn recognized a need in the industry for specialized mechanics that could appropriately elevate different styles of urns, candles, frames and statuary for celebrations of life.

These mechanics work amazingly for their intended purposes but I wondered what else I might be able to achieve with these new items. What I quickly realized was how strong these cages were, how much water they held in the foam, and how much weight they could hold on top of them. I started to think much bigger than urns and statuary.

In preparation for a large wedding in the Fall, I proposed a large-scale showpiece for the outdoor cocktail reception. This would be a stand alone, showstopper arrangement meant to wow guests and set the tone for the event to come. To create this scale of an arrangement, it usually needs to be in multiple pieces for transportation logistics. The new Serenity mechanics were perfect for this.

The three brick cage was large enough to create a sprawling base with lots of stems of flowers and held enough water to keep them hydrated for days. The risers that worked best with this design were two of the rectangles. As a basing under the risers, decorative moss was used so that anyone looking down into the arrangement couldn't see any design mechanics and it gave the design a nice finished look.

On top of the risers sat a 24" tall by 8" wide cylinder vase. When full of water, this vase became quite heavy which really stabilized the design as a whole. Atop the vase was a large, wide arrangement with some cascading elements. This was a separate piece from the vase and sat in the top designed in a pillow mechanic. This allowed transportation of the arrangement in three separate pieces.

None of the separate pieces of the design needed securing to one another as the design's weight and mechanics allowed the pieces to work congruently together. The arrangement stood tall during the cocktail reception and throughout the night and was still standing the next day when I came to tear down. Now those are some strong mechanics.

Often times we as designers get introduced to amazing new floral mechanics that are intended to make our work much easier. In most cases, you can discover new and interesting ways to use these mechanics to new potential. Though initially buying this mechanic to be able to better service local funerals and celebrations of life, I gained a new mechanic that helped me to create show-stopping event arrangements. ✿



# ART IN THE ELEMENTS



# Art in the





# Elements Revisited

**P**ictured here are exhibits from previous Art in the Elements. Looking forward to its fourth year at historic Meadow Brook Hall in Rochester, Michigan, the 2020 showcase set for August 14-16 will highlight the work of floral artists from around the country. Over 20 designers are already committed for 2020. For information contact Laura Daluga AIFD, [lauradaluga@gmail.com](mailto:lauradaluga@gmail.com) or Alice Waterous AIFD, CF, PFCI, [awaterous@gmail.com](mailto:awaterous@gmail.com). 🌸



## NEWS

# AIFD Symposium “Vision” Set for Chicago, July 27

The American Institute of Floral Designers™ (AIFD®) will host its National Symposium “2020 Vision”, July 2-7, at the Hilton Towers in Chicago.



Symposium is a six-day event that provides opportunities for education, networking, beautiful decorations and more. The schedule includes not only extravagant main stage programs and hands-on workshops but also enhanced education sessions and a Kennicott shopping experience.

Following are some of the sessions on the program:

- Tom Bowling AIFD, PFCI; Jody McLeod AIFD; Helen Miller AIFD; Derek Woodruff AAF, AIFD, PFCI, and Jerome Raska AAF, AIFD, CAFA. CF, PFCI, will present 20/20 Perspective, showing how gender, age, origin and environment affect our perspective.
- Damien Koh AIFD, PFCI, will explore how paper can be a structure, a supporting element, an accessory or dominating material in Magic...Through the Artistry of Flowers and Paper.
- The Art of Celebratory Events presented by Tanus Saab and Frank Feysa AIFD, will demonstrate how art, nature, architecture and flowers can inspire and create a mood while Charlie Groppetti AIFD, will go on an adventure of design inspiration and personal revelation with flowers and life in Unlimited.
- FTD World Cup Winner Bart Hassam will show botanical architecture, a meeting of eastern and western design elements including transparency, structure, form, and line in Botanica Ecologica – Let Nature Define The Vision.
- The 2020-21 American Floral Trend Forecast will be presented by Keith White AIFD, and provide color, texture, and pattern for the future.
- The five hands-on education sessions will be taught by Dr. Solomon Leong AIFD, teaching Immersive Floral Design; Ralph Giordano AIFD, teaching Foliage Artistry; Lisa Belisle AIFD, CF, teaching “Tropical Fusion,” and Leopoldo Gomez and Cindy Pham AIFD, teaching Fibonacci Sequencing in Everyday Design.

“We are excited for designers from around the world to join us as we explore AIFD Symposium 2020 Vision for Artistic Floristry. From the opening roaring 20s party to a main stage show with the World Cup Champion Bart Hassam, this symposium will be fabulous. Attendees will be able to look into the future of floral design, experience the sights of floral artistry, and see the possibilities to focus their creativity...”, said Symposium Coordinator Sandy Schroeck AIFD, PFCI, and Program Coordinator Deborah De La Flor AIFD, PFCI.

Full details are available online at <https://aifd.org/2020-symposium-vision/>.

Registration to attend the Symposium is open to all floral designers and early registration is encouraged. ✿

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## Janice Curran Receives 2019 Tom Butler Award

Janice Curran CF, has received Teleflora’s 2019 Tom Butler award for outstanding service and dedication. Established in 2014, this award recognizes a territory sales manager who goes above and beyond the call of duty in a manner that shows unsurpassed dedication to Teleflora, its partner florists, and the industry. She was selected to receive this award for her exemplary service and commitment to the florists she supports on behalf of Teleflora. ✿



From left, Michael Martin, executive vice president of sales & membership; Jack Howard, executive vice president of national accounts; Janice Curran, territory sales manager and Jeff Bennett, President of Teleflora.

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## GLFA REPORT

# Great Lakes Floral Association Adds NEW Region!

Indiana florists have joined forces with the Great Lakes Floral Association (GLFA) forming the new Region 7.

Florists from the State of Indiana met at McNamara's Design Center in Indianapolis, Indiana, to discuss creating the Indiana Floral Association (IFA) or joining forces with the Great Lakes Floral Association.

Members of the GLFA board of directors, led by President Jerome Raska, AAF, AIFD, CAFA, CF, PFCI, were at the meeting to answer any questions from the attendees. After a quality Q&A session attendees were asked to take a silent ballot vote. They could vote to pay membership to the GLFA or IFA or neither. The votes were tallied and all voted to "join" the GLFA with the exception of one attendee voting "neither at this time".

"We welcome all floral industry members in Indiana to join our organization from retail florists, event specialists,

Indiana florists and GLFA board members pose at historic meeting.



wholesalers, growers, suppliers, and service providers. The Indiana floral industry is not alone, we are all in this together", declared Raska.

If you have any questions or would like to join the GLFA please visit our website at [www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org) or call association headquarters at (517) 575-0110. ✿

*The Great Lakes Floral Association is a full-service trade organization representing more than 400 florists, growers, and wholesalers. Located in Haslett, Michigan, GLFA offers group savings on insurance, financial services, credit card processing and supplies, office supplies; is the sponsor of the Certified Florist (CF) program; creates and hosts the annual Great Lakes Floral & Event Expo; conducts educational seminars throughout the year at the association headquarters and various other facilities; publishes The Professional Florist magazine; hosts the GLFA web site, and interacts with state/federal government agencies. For more information on GLFA, visit the web site at [www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org).*

## Welcome New GLFA Members!

### Indiana

#### A driene's Flowers & Gifts

Stephen Craig  
1249 East Conner  
Noblesville, IN 46060  
Phone: (317) 773-6065

#### Balanced Harvest Farm

Todd Jameson  
8414 W 100 South  
Needham, IN 46162  
Phone: (317) 517-4240  
[www.balancedharvestfarm.com](http://www.balancedharvestfarm.com)

#### Banner Flower House

Michelle Herr  
1017 South Buckeye  
Kokomo, IN 46902  
Phone: (765) 459-5166  
[www.bannerflower.com](http://www.bannerflower.com)

#### Flower Market

Jackie Poe  
199 N. Madison Ave., Ste A  
Greenwood, IN 46142  
Phone: (317) 887-2777  
[www.theflowermarket.com](http://www.theflowermarket.com)

#### Flower Power Designs

Marianne Juscik-Minier  
5923 Central Ave.  
Portage, IN 46368  
Phone: (219) 763-3133  
[flowerpowerdesigns4u.com](http://flowerpowerdesigns4u.com)

### Freelance Floral Design

Jerri Prose  
901 Strawberry Hall Rd.  
Wheatland, IN 47597  
Phone: (812) 840-0374

#### Granger Florist

Tyla Leas  
51537 Bittersweet Rd.  
Granger, IN 46517  
Phone: (574) 272-0000  
[www.grangerfloristshop.com](http://www.grangerfloristshop.com)

#### Jen's Floral and Design

Jen Treadway  
11825 Copper Mines Way  
Fishers, IN 46038  
Phone: (317) 652-0678  
[www.jensfloral.com](http://www.jensfloral.com)

#### J. P. Parker Flowers

Pamela Parker-Tucker  
377 E. Jefferson St.  
Franklin, IN 46131  
Phone: (317) 407-2906  
801 South Meridian Street  
Indianapolis, IN 46225  
Phone: (317) 621-0500  
[www.jparkerco.com](http://www.jparkerco.com)

#### West End Flower Shop

Nina Peterson  
1420 L. St.  
Bedford, IN 47421  
Phone: (812) 275-6422  
[www.westendflowershop.com](http://www.westendflowershop.com)

### Michigan

#### Brides in Bloom

Julie Seagraves  
540 Riverview Dr.  
Ann Arbor, MI 48104  
Phone: (745) 945-0143

#### ConnectPay

Alex Lozano  
5700 Crooks, Ste 360  
Troy, MI 48098  
Phone: (248) 594-6900

#### Heathers' Blossom Shop

Heather Webster  
14 N. Hall St.  
Hillsdale, MI 49242  
Phone: (517) 437-4160  
[hilldaleblossomshopmi.com](http://hilldaleblossomshopmi.com)

#### Ousterhout Flower Shop

Ginnie Travis  
220 E. Chicago Blvd.  
Tecumseh, MI 49286  
Phone: (517) 423-2164  
[www.ousterhoutsflowers.com](http://www.ousterhoutsflowers.com)

#### Regent Floral & Mercantile

Brandon Strong  
924 Washington Ave.  
Bay City, MI 48708  
Phone: (989) 778-3433  
[www.regentfloral.com](http://www.regentfloral.com)

### Ohio

#### Molly's Flowers & More

Molly Drayer  
14 E. Cherry St.  
Sunbury, OH 43074  
Phone: (740) 965-9964  
[mollysfloristofsunburyoh.com](http://mollysfloristofsunburyoh.com)

#### Myrtle Flowers & Gifts

Heather Stubbs  
5014 Dorr St.  
Toledo, OH 43615  
Phone: 419-508-5409  
Email: [myrtleflowershop@yahoo.com](mailto:myrtleflowershop@yahoo.com)  
[www.myrtleflowershop.com](http://www.myrtleflowershop.com)

#### Peach's Herb & Flowers

Sandy Jo Smith  
180 North Main  
Lakeview, OH 43331  
Phone: (937) 810-1099

#### Up-Towne Flowers & Gift Shoppe

Jeff Fisher  
2145 W. Dublin Granville Rd.  
Worthington, OH 43085  
Phone: (614) 889-1001  
[www.uptowneflowers.com](http://www.uptowneflowers.com)

#### Pennsylvania

#### Flowers On Vine

Terri Patterson  
108 E Vine St.  
New Wilmington, PA 16142  
Phone: (724) 946-2820  
[www.smalltownwedding.com](http://www.smalltownwedding.com)

# 5

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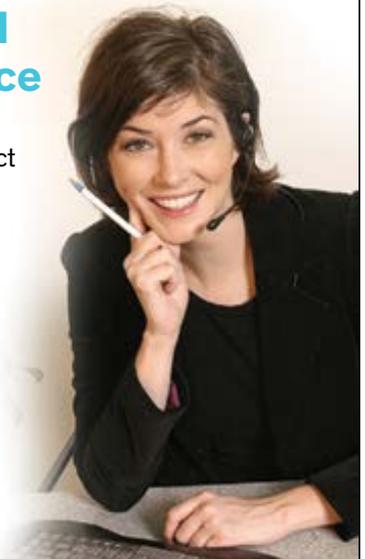
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# FLEURSDEVILLES





# Floral Couture Shows Feature Hundreds of Blooms

**F**LEURS DE VILLES (Flowers of the City) combines local design talent, florists, growers and nurseries to create unique displays. The company created installations last year in Chicago, New York, Los Angeles, and several Canadian locations.

For example, the five-day exhibition in Chicago combined floral couture and fresh flowers. The floral-dressed mannequins were each clothed in a one-of-a-kind design made up of hundreds of fresh blooms. There were also daily workshops and floral demonstrations.

Pictured are mannequins from the various shows. 🌸



## WUMFA LEADERSHIP REPORT

# Learning More About Your Flower Sources

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT



**H**ow important is it for you to know where your flowers originate, the seasonality and when the crops shift from Europe to South America? I'm a flower nerd and it's always been the most important agenda for me, so much so that I have traveled to regions to learn more, worked for growers and taken tours of some amazing places.

Did you know that other countries require you to have a horticulture degree before entering floristry? Why might this be important or even required? Well, let me take you on a magic carpet ride and tell you. When you know the struggles of a seedling breaking through its tough little shell, fighting the elements and weather changes, growing up to be a big strong stem that unfurls its gorgeous petals and lifts its chin to the big ball of fire in the sky, do you know what happens next?

It's sliced from its nutrition, support and light, then rides on a bumpy truck to be scrutinized, graded and judged to fall into an A-D class. After the evaluation, it is banded and boxed to be left in the dark in a very cold box. The bumpy ride starts again the next day, first a truck, then a ride around an airport on a pallet in fluctuating temperatures while waiting to be put on some rollers on the way to the belly of the plane. After landing in Miami or Los Angeles, there is another ride by plane or truck for days.

Getting the gist of the story yet? One flower bunch can be cut and not see a designer's hands for over five days. On holidays it could be over two weeks sitting in a cooler with no light, water or nutrients. This is why proper hydration and handling skills are critical for dry packed products. But also, why we need to charge for product and share a bit of the story to communicate that flowers are not the same as banana for 49 cents at Kwik Trip.

Knowing where your product originates is important. Sharing this knowledge with your customers builds credibility and sparks communication. I love watching my bride's smile when I talk about the Dutch auction and availability. When she makes a pouty face because she can't have anemones in August, you just smile and say "I'm sorry Mother Nature has not shifted fast enough to Chile for you, that's unfortunate but we maybe should look at freesia"?

What local product does your state offer? I know Wisconsin, Illinois and Minnesota offer a ton of local product and some of our very own WUMFA members are growing right under your noses. Keeping it local helps your bottom line as there is little shipping incurred.

What about California product? Some of the most common staples that we love are trucked here weekly to tickle our senses. But, have you invested in knowing the product that is available to you? The difference between California cymbidium orchids and Dutch? When is seeded eucalyptus a no go, not even available?

Have I caught your curiosity yet and you are thirsting for more knowledge? WUMFA Convention 2020 has put a panel together of local growers and buyers who are here to educate you and fulfill that thirst for more knowledge. Please join me on Saturday, March 28, where you will learn more than you ever thought possible in an hour. 🌸

## Welcome New WUMFA Members!

### Wild Petals Floral

**Lori Huntington**

145 North Ave., Suite F  
Hartland, WI 53029  
Phone: (262) 853-3657  
[wildpetalsfloral.com](http://wildpetalsfloral.com)

### Petals & Branches

**Jessica & Chris Saynor**

6219 S US Highway 51,  
Unit 1018  
Janesville, WI 53546  
Phone: (262) 492-5570

### Blooms Unfold

**Cindy Weber**

203 Linn St.  
Baraboo, WI 53913  
Phone: (608) 448-4757  
[bloomsunfold.com](http://bloomsunfold.com)

### Kathy's 2<sup>nd</sup> Chance Plants

**Kathy Bondar**

3724 South 34th St.  
Greenfield, WI 53221  
Phone: (414) 331-0272  
[kathys2ndchanceplants.com](http://kathys2ndchanceplants.com)



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 CF, Haslett, MI



# The Changes in Funeral Flowers

BY DIANE SCHULTE, CF, WMFM, METCALF'S FLORAL STUDIO, MADISON, WI

**F**unerals and flowers traditionally speaking have changed quite remarkably since I started my career in floristry some many years ago. Gone are grand showings of sprays, easels and large casket sprays at each service lasting two days or more with everyone bringing casseroles, desserts and more to fill a church basement kitchen.

In the small town I grew up in they were almost community events. Families often made sure to designate pieces from each generation. The husband or wife ordered a large casket spray, sometimes with a rosary if they were Catholic. Children ordered large sprays designed in a fan style either in a mache container or basket, Grandchildren presented small insert lid pieces or corsages or boutonnieres for the departed. Other family relations often sent sprays, easels, garden plant baskets, planters or vased arrangements. Remember when every pallbearer wore white carnation boutonnieres?

Today's services have transitioned to fewer flowers but added memory boards of photographs commemorating the departed life, memory stones, chimes, or articles from the family showing hobbies or interests to show a customized service of one's life. ✿




*Creating a Story*

Celebrate each person's life by listening to a story and think past the standards. How to get a story and educate funeral directors on new ideas.

## Creating a Story

Instructor: Lisa Belisle AIFD, CF

Members \$35.00/Non-Member \$55

Scratching your head on how to make a triangle different? What about that casket spray? Sprays, easels...they all look the same from 30 years ago. Trying something new might be scary because you don't know how the family or funeral directors will react. Fear not! Let's spend an evening seeing some new versions of sympathy work and how to guide a family through one of the most difficult times in their life by creating a story using flowers.

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

**April 16<sup>th</sup>** - Krueger Wholesale, 10706 Tesch Ln, Rothschild, WI

**April 21<sup>st</sup>** - Bill Doran Company, 1255 Bellevue St, Green Bay, WI

**April 22<sup>nd</sup>** - Kennicott Brothers Company, 4851 W. State St., Milwaukee, WI

**April 23<sup>rd</sup>** - Bill Doran Company, 4710 Pflaum Rd, Madison, WI

## SYMPATHY



# Florists are a Unique Bunch!

BY AMY KNIGHT OF  
CALUMET FLORAL & GIFTS, CALUMET, MICHIGAN

**F**lorists are a unique bunch: old, young, experienced, new, modern, traditional, big city, small town. Some florists specialize in weddings and events. Others specialize in corporate accounts. Still more focus their attention toward walk-ins or college campuses. Our diversity is amazing. Yet we have this in common, being a part of the floral industry allows us the privilege of caring for our clients in life's most powerful moments.

Just this last week I waited on a mother, she was younger than I am. She came into my shop alone. She was somber. She told me she was there to order flowers for her young child's

funeral. In that instant I was offered an opportunity to meet her needs by doing what we as florists do best, offer comfort through the beauty of flowers.

Through a sympathy piece an employer is able to express concern for and respect toward an employee. A neighbor reaches out to a neighbor in comfort. An acquaintance acknowledges grief. A friend offers support and a hug. And family members remember and celebrate a life. As florists, when we fill a sympathy order we are given the opportunity to recognize the intended communication from each of these senders, as well as the significance to the recipient.

Often these communications require an extra amount of creativity. After all, it isn't every day that we design in a boot, attach a hard hat to an arrangement, make a tripod out of little league bats. We don't often build a casket spray out of plants, a berry-picking-basket, or a tool belt. It can be even a more creative stretch to balance a color scheme based on a logo, team colors, or a child's favorite color.

In such challenging moments we might find ourselves trying to bust out a "pile of lovely" with what we have in the cooler, just in time to pop it in the delivery vehicle and head to the funeral home. It can be a real struggle to figure

out how to incorporate a plant, and fresh flowers, and a keepsake item per request – all while staying on budget of course.

In the midst of creating we still have to remember the mechanics necessary to successfully incorporate special memorabilia into the tribute. With the unplanned nature of sympathy work, we might be worried that we have too few of the blooms in the requested color. But, I implore you all to remember, each of these moments our creativity gets an opportunity to shine.

We all face occasions that stretch and challenge us to meet our client's needs by "thinking outside the box". Where do we get this ability? It comes from resources that are invaluable in our industry, continuing education and networking. As florists, we have the responsibility to keep up with design trends, new products and helpful mechanics. Why? Because we shine when we remember the scope of what we do.

A beautiful arrangement provides comfort as it communicates love and concern. Secure mechanics relieve stress on delivery drivers, funeral directors, and those that are ministering to the family. Balancing orders and inventory helps business

run smoothly. Designing around specific requests celebrates the life that is being remembered for both the sender and the receiver.

When that young mother came into my shop last week, I offered a hug. I talked gently. I asked her questions. I took notes. We came up with a plan. Then later, as I worked on those arrangements, I challenged myself to create beauty and structure in the design. But I was also reminded that in listening to and interpreting a family's

needs, florists offer more than "sympathy work" using current styles, healthy product, good design, and successful mechanics.

We are providing a service that outlasts and outshines our product as well as our artistry. We as florists are offered an opportunity to shine. I want to encourage you to take the opportunity to shine in our industry and to shine in the lives of others. 



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## NEVILLE ON THE LEVEL

# Remember, We All Need a Hug!

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



I think of all the things that have gone on in the past year or so, and, of course, all the turmoil and trouble that has started 2020 and I wonder how those involved can carry on? The fires, floods, poverty and fighting are enough to curdle my pudding, so I asked my mum how she got through WWII. She

was a runner in London during the air strikes, going from the radar control to the gunner with coordinates. I asked how she got through the days and she calmly replied, "We just did, dear."

When I went to London with her, she giggled when she pointed to the Underground by Big Ben and said she stayed the night in the "Tubes". I asked if she was perhaps drunk or with a fella, or both (I would have been!). That was one of the places people ran to for cover during the blitz. Wow, eh? She and my father found love and got married during that war, and she came to Canada to start a new unfamiliar life. There is good if you look for it.

I, of course, asked about her wedding flowers...she thinks she had a corsage, but they were wed in uniform. Flowers were, however still an important part of lives then as they continued to offer peace, comfort, gratitude, sympathy and love throughout all the terrible things.

We are so fortunate to be in the floral industry. I know we bitch and complain about rotten flowers, overpriced stems, and how the big box and online grabbers are taking and killing our industry, but through it all the only thing a flower wants to do is bloom.

I have been in the business a good long time, and still get excited to be able to create a piece for a newborn, and also have the honor of doing flowers as a last tribute to someone who has passed. We get to offer our skills and services to the masses for a myriad of reasons and occasions, and daily are dealing with one emotion or another. That can take its toll if we are not careful.

I have known many florists who have burned out, or suffer a bit of PTSD (Floral Traumatic Stress Disorder). Goodness knows, I have over the years and that's when I wonder who is going to comfort and console me?!

We often take the stress of the day home with us, place it carefully on the dresser so we can see it all night and carry it about on our backs like one of those awful backpacks travelers will NOT remove getting on a plane and then hit you with them and you shove them and ...well, you get the picture.

What I mean is, we can get a build up of stress and need to take a breath now and then. I am so thankful for my international floral family, and for all the opportunities we have now to communicate with each other...sometimes misery loves company, and we can often talk each other off the ledge or at least offer a kind word or bit of encouragement. You know you can always contact me, I mean it...and many of you have. For that I am thankful.

My dear friends, in the midst of all the wonderful things you do for so many people who you have never met that make their lives a bit nicer, please take a moment to know you are so appreciated. I have such high regard for my floral family, as we do a lot to make this world a better place. 🌸

## Support Your Michigan Floral Foundation!

The Michigan Floral Foundation (MFF) was established to support and advance the floral industry, its members and the communities they serve. The Foundation meets this responsibility through educational opportunities and community enrichment activities.

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

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

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

### Thank you to these recent MFF donors!

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**Jim Lemir**, Inevitable Farm, Southfield, MI

**Teresa Cytlak**, Ridgeway Floral, Three Rivers, MI



# Industry Info

## Dutch Parade Has Giant Flower Floats

Zundert, the Netherlands, is the site of the annual Corso Zundert, a parade of giant floats, adorned with thousands of dahlias. This year, the theme celebrated the life of Vincent van Gogh who was born in Zundert 162 years ago.

Nineteen teams created giant sculptural floats with the colors, motifs and imagery of his signature style, including several interpretations of Van Gogh's self-portraits.

Launched in 1936, the annual parade celebrates the region's reputation as a global supplier of dahlias, an area now covering 33 hectares of 600,000 dahlia bulbs in fifty different species.

## My Mother's Bloomers Takes First Place Award

My Mother's Bloomers was chosen as the best flower shop in the *Coast* magazine's Best of Halifax issue. "We at My Mother's Bloomers have been pushing petals to the world since 1992, and it is both humbling and overwhelming to think of all the happiness, comfort and joy our efforts and our flowers have provided," said owner Neville MacKay, who is also a well known commentator and *Professional Florist* columnist.

## Royal FloraHolland to Require Environmental Certification

Royal FloraHolland will require phased environmental registration and certification for all growers (members and non-members) supplying flowers and plants to the marketplace by December 31, 2021 at the latest. The mandatory environmental certificate will be introduced gradually. The first step is digital environmental registration for all suppliers by December 31, 2020. Subsequently, after December 31, 2021, having a market-compliant environmental certificate will be made compulsory for all suppliers. This is a milestone in making the sector more sustainable.

## SAF Study Shows Effect of Flowers

A Society of American Florists/Rutgers University research study found that flowers have a profound emotional effect on our emotions and moods.

According to the study results "Flowers have an immediate impact on happiness. All study participants expressed "true" or "excited" smiles

upon receiving flowers, demonstrating extraordinary delight and gratitude. This reaction was universal, occurring in all age groups. Participants reported feeling less depressed, anxious and agitated after receiving flowers, and demonstrated a higher sense of enjoyment and life satisfaction.

Flowers make intimate connections. The presence of flowers led to increased contact with family and friends."

## World Record Attempt Marks Year of Tolerance

A huge flower carpet was created in the outdoor parking area of Dubai Festival City to mark the Year of Tolerance.

Seven colors of flowers representing the seven emirates were laid out over a space covering 100,000 square feet. Thousands of volunteers representing more than 150 nationalities helped place the flowers into patterns that were traced on the floor.

The huge carpet of flowers was a Guinness World Record attempt, whether that attempt was successful has yet to be announced. In 2003, a carpet featuring 7,000 square feet of flowers was created to commemorate the Dubai Shopping Festival. That carpet was crafted from just over 65,000 plants.

## New TV Show Features Floral Design Competition

A new floral competition series with a chance to win up to \$100,000 is in production. Streaming service HBO Max, set to launch in Spring 2020, has ordered eight episodes of "Full Bloom", an hour long competition series, which features 10 American florists. During the show, contestants designs and creations will be mentored and judged by floral artists Maurice Harris and Elizabeth Cronin, with celebrity florist Simon Lycett serving as host. HBO Max is expected to cost subscribers \$15-\$17 per month. Parent company AT&T plans to make the service a free add-on for its 10 million customers who already subscribe to HBO.

## World Floral Expo Set for New York

The 2020 World Floral Expo will open at the Jacob K. Javits Convention Center in New York City on Wednesday, March 25. It will run through March 27. The expo is organized by HPP exhibitions.

The horticulture, floriculture, and landscape trade show exhibitors will feature growers, wholesalers, and other companies, mainly from South and North America and a few from Europe showing new products, novelties and services. Visitors are larger retailers, wholesalers, floral designers, and e-commerce platforms.

## National Tulip Day hosts 15,000 people in Holland

National Tulip Day in Amsterdam, the Netherlands, drew more than 15,000 people to Dam Square in the heart of the city. Dutch tulip producers made a garden with 200,000 colorful tulips for the ninth year in a row. Visitors were allowed to pick tulips for free. The day marks the start of the cut tulip season. This concept was also organized in Antwerp, Belgium, where visitors enjoyed a garden of 100,000 tulips for the third year in a row. In Germany, there is a tulip garden from January 17-26 in Berlin. In the United States Tulip Day was held on March 7, in San Francisco.

## Favorite New Foliage Plant Chosen at 2020 TPIE

*Monstera deliciosa* 'Thai Constellation', a new variety of the monstera plant, was chosen as favorite new plant at the 2020 Tropical Plant Industry Exhibition in Fort Lauderdale, Florida. The plant is grown by Costa Farms.

The variant of the *monstera deliciosa* has large, glossy cut leaves with small splashes of creamy white color. As the plant ages, the leaves take on a different structure, which is how *Monstera*s earned the nickname "Swiss cheese plant."

## New Teleflora Unit Presidents

Two new Teleflora unit presidents have been appointed for Michigan and Indiana. On the left is Terry Davis who will lead the Indiana unit and on the right is Ariel Ingram, the head of the Michigan unit. Both were appointed because of their commitment to Teleflora's success.



# Fantastic Education Sessions!

## Introduction to Basic Floral Design

One Week Course

Wednesday thru Sunday, April 15, 2020 - April 19, 2020  
9:00 a.m. to 5:00 p.m.

GLFA Office, Haslett, Michigan  
Member \$1000 Non-Member \$1250  
Instructor: Cindy Ching, AIFD, CF

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

Limited enrollment of eight ensures each student receives personal attention.

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

## Intermediate Floral Design

One Week Course

Saturday thru Wednesday, May 16, 2020 - May 20, 2020  
9:00 a.m. - 5:00 p.m.

Members \$1250 Non-Member \$1500  
Instructor: Cindy Ching AIFD, CF

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. The CF Manual can be purchased at [www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org) or call (517) 575-0110. It is recommended but not required. Students who do not wish to take the CF exam will still be welcome. Includes all flowers and supplies. Lunch on your own.

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

## Steps to Certification

Wednesday, June 10, 2020. 10:00 a.m. - 4:00 p.m.  
9:00 a.m. - 5:00 p.m.

GLFA Office, Haslett, Michigan  
Members \$149.00 Non-Member \$199.00  
Instructor: Cindy Ching AIFD, CF

Includes all flowers and supplies. Lunch is on your own.  
Class enrollment limited to 12.

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



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

## The Professional Florist

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

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