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Professional

Florist

Volume IV 2020

Christmas in
Frankenmuth

A Social Distancing
Christmas

Homes for
the Holidays

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GLFA LEADERSHIP REPORT

We're Back...Face2Face!

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



It seems like a lifetime ago since I was able to write about getting together and meeting Face2Face versus having to schedule a Zoom meeting or a conference call. I am very excited to announce the Annual Golf Outing, Introduction to Floral Design, Intermediate Floral Design and the Michigan Floral Foundation Hall of Fame Dinner are all a go!

The annual golf outing is scheduled for Wednesday, August 5, from 9:00 a.m. to 4:00 p.m. It will once again be held at Eldorado Golf Course in Mason, Michigan. This is always a fun day of networking with fellow industry members. You don't have to be a good golfer to attend; in fact I encourage all to come out this year for a wonderful day of fun and comradeship. We could all use a day outside social distancing on the lush fairways and beautiful greens.

The professional education center and GLFA headquarters in Haslett, Michigan, have been completely disinfected and are ready for students. The introduction to floral design class is scheduled for the week of August 3-7. This is the perfect class for someone who loves flowers and always wanted to learn the correct way to design them.

The intermediate floral design class is for those who have basic floral design knowledge. This class will be offered the week of August 24-28. It expands on the basic class and will be helpful for students who want to prepare to become a

Certified Florist. Both classes will meet from 9:00 a.m. to 5:00 p.m. each day with a 45-minute break for lunch on your own. Each will have 36 hours of classroom instruction time. These are personal enrichment courses so there will be no exams. Both classes will practice social distancing with a limit of six students in each.

Mark your calendar now and plan to attend the 2020 Michigan Floral Foundation Hall of Fame dinner Monday evening, October 12, from 6:00 p.m. to 9:00 p.m. at Treetops Resort in Gaylord, Michigan. This year we are excited and proud to honor Ms. Jackie Burrell AIFD, CF, owner of Flowers From Sky's the Limit in Petoskey, Michigan. The Hall of Fame dinners are always a special evening when industry members gather to honor outstanding members of the floral industry who have mentored and inspired their fellow industry members. Jackie Burrell is a shining example of this.

We are currently exploring the possibility of holding Fall Regional Meetings. We are hopeful we will be able to bring these educational and networking opportunities to each of the association's regions. Watch your email and the association's social media pages for more information in the near future.

You can get more information on all the mentioned events at www.greatlakesfloralassociation.org or call the office at (517) 575-0110 to register to attend today!

I hope to see you Face2Face soon. Stay healthy and stay safe! 🌸

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.greatlakesfloraassociation.org (Michigan Floral Foundation Tab).



MFF Contributors in the last 60 days

- Alice Waterous AIFD, CF, PFCI, Alice's Christmas Elves, Grand Haven, MI
- Jeff Anusbigian, Westborn Flower Market, Livonia, Berkley, Dearborn, MI
- Joel Neitzke, Luurtsema Sales, Inc., Jenison, MI



Celebrating a Natural Christmas!

DESIGNERSPOTLIGHT

BY JENNIFER BUTCHER CFD
WHAT'S BLOOMING, PERU, INDIANA
2020 GLFA DESIGNER OF THE YEAR

Again, this year, we expect to see a natural holiday design trend. A low birch container was used as a base for this vegetative line design. A trio of birch poles complement and mirror the bark overlay on the container creating a cohesive piece. The sturdy eucalyptus and cedar create a textural and fragrant winter landscape, the eucalyptus also adds height and a hint of cool blue. Fresh white snapdragons can be found in most designer's inventory and were added here to give the piece much needed height. For depth and detail simple faux evergreens and linen toned berries enhance the natural woodland texture. Three snow white gerbera daisies give balance and dimension to the linear design, while the earthy veining of the Sarracenia lilies (American Pitcher Plant) coordinates beautifully with the overall natural feel. Two birch-toned votives, placed prominently, and filled with battery operated lights gives much needed warmth to this winter design without detracting from its theme. Each flower, piece of foliage and accent material complements the container adding value and beauty. This piece flows nicely from November into late January and is easily refreshed throughout the holidays. The natural textures and feel should complement most home décor during the winter season. 🌸



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Design Style

BY CINDY CHING AIFD, CF



It's Beginning to Look Like Christmas!

This winter season oval design (long and low) features a candle as part of the focal interest. This type of design is typically in a low container but can also be done in a taller vase or container as well. The trend towards nature inspired designs, always popular, is particularly strong in uncertain times. Suitable for table, buffet or fireplace, this style works with nearly any décor style; a design that would be easy to keep from November

through January with just a few flowers being replaced. The greens used are pine, juniper, and cedar, additionally, some blue spruce gives it the frosty tone on trend now. The use of grapevine loops (or rings) adds interest and also draws the eye diagonally through the design from left top to low right. Lotus pods and natural cones add texture and repetition of the grapevine's brown hue. White lisianthus, as pictured, repeats the white of the candle, but can simply be replaced

with another color or flower variety during this holiday period. For instance, red carnations used with a red candle. This design would also look good with berries added as an additional accent material. ❁

Oops!



In our last issue this new CF member was misidentified. She is Patty Radcliffe CF, Sage Florals, Portage, Michigan.

Time to get your CF manual out and start studying!



CF steps class available Wednesday, **October 21, 2020**
CF testing at GLFA Professional Education Center, Haslett, MI,
Sunday, October 25, 2020
Make this the year you become CF!

Get a CF manual, online at www.greatlakesfloralassociation.org Benefits/Education Tab (Certified Florist) or call Cindy at (517) 575-0110 and start studying!

TABLETALK

A Tablescape for the Holidays and Beyond



BY DEREK C. WOODRUFF AAF, AIFD, CF, PFCI and Kate Walksi CSEP

The holidays are a perfect time of year to show off your decorating and tabling skills. Kate Walksi of 307 Events & Tents, Traverse City, Michigan, and I teamed up with The Fabric Menagerie (Etsy) to create an inspiring holiday table scene.

And it's just in time for you to start planning how you'll decorate yours and your client's tables for the big holiday season so everyone will be able to enjoy it. In this piece, I will share with you the items needed to recreate this specific gorgeous, holiday-inspired table scene, as well as, introduce you to additional decoration suggestions including fun tips and tricks for you to try in your own creative way.

Our featured styling was created on a long, dining room table, but you can recreate it on any style of table that you wish. The Buffalo Check linen provided by Kate at 307 Events is a must have item to bring in the classic, comfortable, cabin-chic look.

The vessels are an assortment of vases from Syndicate Sales that we swathed in lightweight linen for a touch of softness.

Another decoration I added on several of the vessels is teeny, tiny ornaments. These can be procured from any local craft store and easily tied-on the vases with twine.

It will be easiest to prep everything for your table scene first, then assemble it on the site once the pieces are ready.

Using a simple combination of greens and flowers like amaryllis, lisianthus, lilies, stock, mums, ornamental kale, peppercorn and mixed evergreens, I created simple arrangements in the vessels. I suggest using two stems of flowers and one stem of greenery and/or berry in each vase which is perfect for these vase sizes.

In addition to the vases, we enhanced our table scene using glass candlesticks, black mercury glass votives and chrome deer salt and pepper shakers.

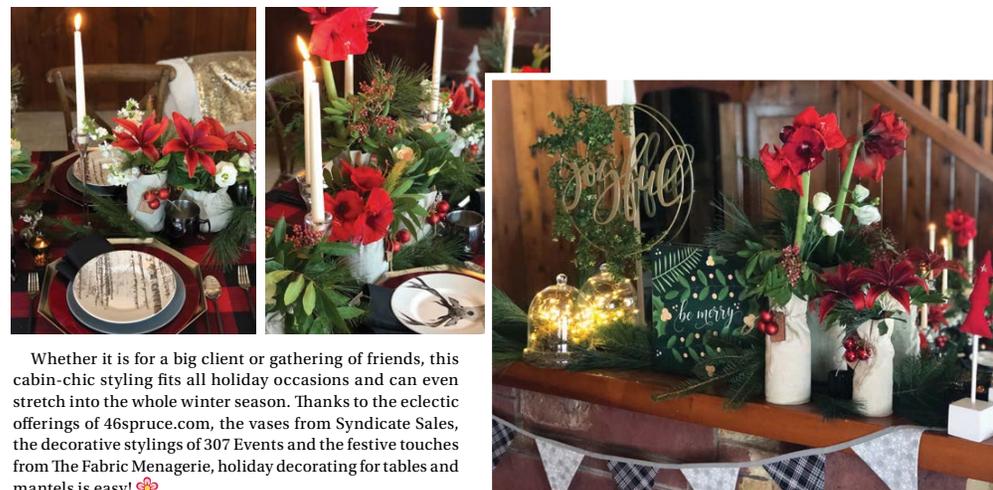
The fireplace mantle in the room is dressed to impress with 46spruce.com's Merry & Bright Spruce Box, which comes with everything you need to adorn your mantle in just one box. Additionally, we have decorated with a seasonally printed Christmas Flag Banner and Trio of Trees provided by The Fabric Menagerie for a bit of festive fun.

One of my favorite touches is the sprigging of foraged evergreen that stretch the length of the table between the vessels. This really brings the outdoors in and adds a lot of texture and life to the table. Since it is all foraged on my property on a hike in the woods, it's very affordable and fun to collect. I also used some of this foraged evergreen in my vases with the flowers. Of course, don't forget your local wholesaler who has an excellent selection of winter evergreens, too.

When your flower arrangements are ready, set them on the table on top of the linen, staggering items by size and intermixing the arrangements and other decorations so that they are placed evenly down the length of the table. Since the vessels are all different sizes, be sure to mix them up so they are balanced and pleasing to the eye.

To finish, add the pops of greenery in and around the candles and other pieces of decor. These don't have to be placed in water as the evergreens can go a very long time without a drink and will eventually dry nicely on their own.

Viola! A few simple steps with the proper ingredients and you can create a lavish, holiday-inspired table scene.



Whether it is for a big client or gathering of friends, this cabin-chic styling fits all holiday occasions and can even stretch into the whole winter season. Thanks to the eclectic offerings of 46spruce.com, the vases from Syndicate Sales, the decorative stylings of 307 Events and the festive touches from The Fabric Menagerie, holiday decorating for tables and mantels is easy! ❁

Seek Out New Materials DESIGN TIP

GARRETT SKUPINSKI CF, FLORAL.TODAY, ST. LOUIS, MO, 2020 GLFA ACADEMY DESIGN CONTEST WINNER



Finding ways to utilize unique materials can be a very easy way to set you apart from the competition or raise the quality of your work. Another great advantage in seeking out unique materials is the relationship you can form with "out of the ordinary" suppliers or artists.

Materials can range from the familiar and simple to the extraordinary and uncommon. Here are a few examples of unique materials I have fallen in love with and can be found in about any hardware, craft or resale store.

Yarn and antlers are very easy to find either from local shops or online. They are used together here but can be used individually in many different applications with both being water friendly and super versatile. Here we used water tubes but you can create bouquet armatures, wall mount bases and anything else you can imagine.

We are continuing to explore acrylic manipulation. Acrylic is amazing with U-Glue type products for some projects and amazing accents for others. This is a yellow sheet of acrylic from my local hardware store, manipulated little bits at a time with a heat gun to create the melted, molten effect. Materials or techniques such as this take a little more time and patience to learn but create high impact design materials found rarely anywhere else. You can use these techniques and utilize the material in body wear, bouquet work, sympathy design and any other type of floral arrangements.



I'm Dreaming of a Social Distancing Christmas

BY MICHELLE RUNYON AIFD, CFD, BANNER FLOWER HOUSE, KOKOMO, IN

We would most likely agree that all of us have been affected by the COVID-19 crisis one way or another. We are a flexible industry and will be prepared for anything. No matter how you look at it, the culture of the floral industry has changed. Temporary? Permanent? The new normal? It may be too soon to answer those questions. And the answers we've been given are ever changing.

On March 12, the Great Lakes Floral Association Region 7 was preparing for our part in the Indiana Flower and Patio Show in Indianapolis. Rumors were flying. Buzz words such as "shut downs" "cancellations"...the NBA canceled their season? The prognosis seemed very extreme.

Then the news that started making me nervous, the Chicago Flower and Garden Show at Navy Pier, CANCELLED. Uh oh.

The 2020 Indiana Flower and Patio Show, the show that many of us worked so hard on, procured product to sell for scholarships, did daily stage shows and a competition, and even a wedding show, were suddenly at risk, and then, cancelled, not happening, whoa.

The realization of the seriousness of what was going on locally, nationally and all over the world was washing over me.

Like many of you, I work at a family owned flower shop. Located in Kokomo, Indiana, Banner Flower House is over 110 years old. Since 1995, Janice Lagzdins, and daughters Michelle Herr and Debra Archer have owned the shop, and have continued to grow the business even more, building a brand new store in 2001.

In our area, and all around the country, our county officials mandated that only essential businesses be open. Businesses

such as hospitals, funeral homes, grocery stores and big box stores that carried essential items were allowed to remain open. Flowers, of course, were not considered essential.

Where did that leave small business? Michelle Herr, who oversees and manages all operations of Banner Flower House immediately hit the floor and the phone, personally contacting local officials such as our County Commissioners and members of our City Council. We knew what the President was telling us to do. We knew what our Governor was telling us to do. We were getting directives from city and county officials. They all differed. Our consensus was to strictly follow local authorities.

After many phone calls and text messages, our County Commissioner allowed all flower shops in our area to operate with closed doors, servicing funerals only. We used a skeleton crew of 2-3 (down from a normal 4-6 staff members) per day for 30 days. Slowly we were permitted to make no-contact deliveries to residences and no-contact pickups for individuals and eventually deliveries to businesses.

What did we learn? Florists are extremely adaptable and flowers are very important to everyone just as they have been for thousands of years. Gift giving is very important when it is not possible to visit a loved one; flowers are the hug and kiss. And we could provide. People depend on us to send their message. Perhaps flowers are essential.

Just in time for Mother's Day, we were allowed to open our doors at 50 percent capacity, based on square footage. We hung Plexiglas at the front counter to protect our guests and us, marked off

Popular gifts, permanent botanicals and Christmas merchandise ready to sell!



spaces 6 feet apart, and limited the areas that the customers could shop, including our sales cooler, which also serves as our delivery and working cooler.

Merchandise was displayed in the front windows, our Mother's Day "menu" was hung outside for guests that were more comfortable staying distant. Of course, we kept our website and social media content very current.

It was a successful holiday for us in this new way of life, with increased sales, increased deliveries, and lower cost of goods sold.

We kept our inventory basic and, in the end, as fresh product was running low, we offered a "designer's choice" fresh mix, as opposed to our specials; we were running out of specific flowers and containers. Our customers agree FLOWERS ARE ESSENTIAL!

Flash Forward to Christmas 2020. This is new to all of us. If you were fortunate enough to be open for Mother's Day 2020, that is the only holiday experience we have had in this crisis.

I could research current articles with upcoming projections of what to expect this fall and winter, but the reports are ever changing. Mother's Day 2020 is the new platform to plan our next holiday experience. Flexibility is crucial; fortunately, florists excel at this.

I think we will all predict this: We will most likely be social distancing (is that even a word?) and this may become our new normal. We need to plot our course and make our plans.

Expectations:

- Customers will still be more gift driven than usual
- Home decor may be more DIY oriented
- Customers will continue to stay home and shop your website
- We may be mandated to work with our doors closed
- Product availability. Even if you ordered holiday merchandise in January, keep in mind that there may be delayed shipments, cancellations or many back orders.

Plan:

- Have many gift items available, including fresh and permanent, in a wide range of pricing so that there's "something for everyone". Our popular price points are \$40, \$50, \$75, \$100, \$150. Create vignettes in the cooler and on the sales floor (permanent botanicals) so if one doesn't want to spend \$150, they can

purchase something with the same look and feel for \$75.

- Have lots of basic items, such as blank wreaths and garlands, ready for the DIYer. Offer classes or sell kits for them to take home.
- Keep very current on your website and social media. Showcase your own products with quality photos.
- Be prepared. Product availability may be limited. Be ready to work with and sell what is available.
- Keep your range of products (fresh and permanent) wide, but have minimal themes. It is important to have traditional themes, but be sure to feature some fun non-traditional themes, keeping in mind your foot traffic may be lighter (or none at all, if your area mandates) and you will have a website and social media to maintain, more than usual.

The future most certainly is going to be a challenge for all of us. There will be a lot of changes and we will react accordingly. We may have to go through a lot of trial and error, but we'll adjust. That's what we do. We are the link to a person and their loved ones. We create beautiful emotions and send loving messages. We are needed. Because flowers are essential! 🌸



HOLIDAYREVIEW

Homes for the Holidays

BY LOANN BURKE AAF, AIFD, PFCI, FURST THE FLORIST, DAYTON, OH

I'll be honest. If you would have asked me a few months ago if I was looking forward to Christmas this year, I would have used a few special words and flashed one of my signature looks of disapproval. Coming off an unusually long and exceptionally busy holiday season, the last thing I wanted was to even begin to think about the Christmas holiday. And I love the holidays!

If you ask me today, I'll tell you I cannot wait for Christmas this year.

Perspective...The last few months have given me fresh perspective and a longing for my favorite holiday to return. I have the feeling I'm not alone.

One of my absolute favorite things in the entire world is snow. But not just any snow. A particular kind of snow. That fluffy, blanketing, all-encompassing, hushing, breathe-in-the-crisp-quiet type of snow. The kind of snow that muffles sound and creates a perfect stillness, making everyone and everything stop and listen to the quiet.

I love that kind of snow.

In a way, that's what the last few months have been like. A forced quiet. A time to reflect and regroup. A hush from the normal to reimagining and wonder. A push to be flexible and remain fluid. As a retail florist in a large bustling shop, the abrupt halt to normal operations gave us the unique opportunity to examine how we operate, see what works, and what needs changing. What are the big takeaways? How do we move forward better for the experience? What does business look like for the rest of the year?

...And what about Christmas?

At Furst the Florist, Christmas planning normally starts December 26 as we assess the year's sales, buying trends, and

remaining inventory. The day after is the perfect time to start planning for the following year. As we reimagine vignettes and collections, we plan for the next year's buying.

At Furst, the Christmas season typically lasts six months. December is obvious, but the planning year begins in January. It's then that we rework existing collections and imagine new ones. Leftover gift items and décor get reworked into updated collections with new pairings, freshened up for the next holiday season.

In January, we begin the sourcing and buying process, and pull together new palettes and in-house exclusives for the coming holiday season. This makes the buying process easier at market in January with palettes and new ideas in hand. We can also use new trends seen at market to steer and refine the new collections.

July marks the first arrival of new Christmas stock. In September and October, designing begins for the showroom, as well as new corporate and home decor. On occasion, our first holiday installations take place in the month of October. November brings more designing and more holiday installations. These typically wrap up in early December, just in time for the busy party season. In January, the cycle repeats.

Christmas 2020

So with planning beginning in January, and a large monkey wrench thrown in this year in March, how do we pivot when all the planning is already underway?

If these past few months have put a laser pointer on anything, it's the importance of family and community. Of course, we've always known this, but perhaps we've taken each other a bit for granted and it took a crisis to open our eyes. I fully believe that Christmas this year will be a huge celebration of family,



Beautiful mantel decorations



An in-house special

community and togetherness. And I firmly believe that holiday sales will reflect that.

I'm not a forecaster of trends but I'm an observer of trends. I can watch my surroundings and respond to what I see. In an absence of physical community, we long for warmth, and hugs and home. We want comfortable and family and familiar. I believe Christmas this year will be just that.

As we plan for holiday specials for the coming season, numerous designs are created that appeal to a broad range of consumers and price points. From glitzy to frosted to woody, our offerings reflect our diverse customer base. While traditional always outsells whimsical and modern, my hunch is that a warm, familiar sense of home will again be the most sought after aesthetic this year.

Warm plaid, magnolia leaves, cinnamon and nutmeg, berries and candles. These invite memories of home and family. Our holiday exclusive designs invoke these feelings. Centerpieces incorporating these elements draw family around the holiday table. Traditional crimson and pine will be a staple, of course. The holiday boxwood will be the perfect gift for loved ones with small spaces, in assisted living centers, or in the hospital during the holidays.

Looking Forward

Hopefully, when December 2020 arrives, holiday parties will once again be in full swing and grander than ever. Homes will be freshened with new décor and familiar favorites. Fingers crossed, these home and holiday celebrations will bring co-workers and families together once again after extended absences. That's what I'm longing for this holiday season anyway. If Mother's Day and Memorial Day are any predictor of holiday sales, then buckle up. It's going to be a banner year. ❁

Creating the Perfect Tabletop Tree

BY LOANN BURKE

Creating the perfect tabletop tree can be a frustrating challenge for any designer. Here are a few tips to make the process easier.

1. Find a suitable container. A birch box, wooden crate, tin or ceramic will all serve the purpose. Make sure the container is deep enough to allow for a stable tree. While small trees can easily be created in a low design dish, they are often not as stable and secure as those with a deeper base.
2. Begin with a full brick of floral foam and anchor securely into the container. I begin with a dry brick of Oasis® Midnight Floral Foam and pan glue it on its end into the container or liner. Add an additional 1/3 brick on top of the tower, making sure to place a barrier between the bricks to prevent excessive water drainage out of the top piece of foam. This could be a piece of plastic from a flower sleeve or a small square of packing foam. Note: The Oasis® Midnight Floral Foam covers easily with less material and less visible foam as the black recesses and simply disappears.
3. Create a spine or backbone for the tree by inserting two 12" hyacinth stakes into the center of the bricks, about two inches apart.
4. Add additional scraps of foam around the main tower as needed to stabilize the base into the container.
5. Establish the height of the tree by inserting the top frond first. Keep in mind, a holiday tree can be made with boxwood, arborvitae, ming fern, pine and any other type of greenery that strikes your fancy. Market the tree as a "Holiday Tree" rather than a boxwood tree to allow freedom to use whatever materials you may have on hand.
6. Establish the base width by inserting a skirt of greenery all around the base, or at least on one side.
7. The most difficult part after the mechanics is creating a tree that looks like an actual tree and not like a fat, squatty shrub. Design from the sides, rotating the tree as you go. Designing from the sides allows you to maintain that perfect triangle shape. After the basic framework of the tree is established, simply fill in the blanks.
8. Decorate! Whether simple and rustic or covered in tinsel, this holiday tree is sure to be a favorite once again this year.



Decorations for a hospital holiday gala



An in-house special

HOLIDAYREVIEW

Christmas in Frankenmuth

BY VITA HOPP, FRANKENMUTH FLORIST GREENHOUSES AND GIFTS

As I write this article we are in the middle of a pandemic with COVID-19 which has changed our lives and the way we do business to some degree. There are a lot of changes for all of us right now, and we know once we get back to normal, it will be a new normal, not necessarily the way it always was.

For us at Frankenmuth Florist, we are forging ahead with our fall and Christmas plans. We have held our Christmas Open House for as long as I can remember, the second weekend of November. We have customers who

look forward to that weekend and book their vacations around the event. This year may be a little different.

But one thing I know for sure CHRISTMAS will be alive in Frankenmuth, no matter what. Our little tourist town of 5,000 will make sure that anyone who wants to be in the holiday spirit can visit here and leave knowing there is hope and courage and thanksgiving in our lives.

Once you arrive in Frankenmuth and walk the town full of lights and decorations a feeling of joy just permeates the air. Starting in Bronner's Christmas Wonderland parking lot, through every window and store front, river bank, street corner and light pole, Christmas just resonates within you. Decorations begin appearing in late October so that all is decorated by the

Friday of Thanksgiving weekend in time for the lighting ceremony. At the north end of town, just one block off main street sits our building.

Here at Frankenmuth Florist we will be scaling down a bit from past years with the uncertainty in our state, but the feeling of Christmas will still be in the air, inside and out. Once you enter, you will be able to smell the fresh wreaths made by hand in the greenhouses and decorated by our florist elves. Grave blankets, crosses, swags and wreaths in all sizes can be seen. Beautifully unique floral designs absorb our display cooler and counters.

Our 110 year old building has been added on to many times over the years, lending itself to small vignettes with unique themes. It is fun for



our customers to go room to room and place themselves in the era of that section. Whether it be Nostalgic, Home for the Holidays, a Succulent Garden or Vintage, you will know Christmas is here.

Years ago we started our "Wall of Love" inside the florist shop. The idea came after a trip to Verona, Italy, where we saw the Tunnel of Love in the home town of Romeo and Juliet. It was a Valentine's Day promotion in 2009 where you could enter a drawing if you signed the wall. But it became so popular we decided to leave it up.

Now couples look forward to signing their names or writing a note. For Christmas the "Wall of Love" is covered up and the wall will be a backdrop for our biggest tree or main vignette as you walk in the front door.

Planning for the holiday season starts right after the new year. Whether at the Atlanta gift show or sitting down at the florist shop with our reps, we set the themes for the following year and work from there in our buying. Product arrives in July and August and once priced and put into inventory, we will begin late September to decorate, starting in the furthest room from the front door.

I hope that sometime soon you will be able to visit our little town of Frankenmuth, Michigan, and realize like us that Frankenmuth is Christmas and there is no pandemic or state emergency that will ever take that away from us. ❁



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We take the time to ensure that our arrangements are trend-forward and designed with customers in mind. While their satisfaction is a top priority, so is your order volume and profit margin. That's why each unique arrangement is developed to drive profitable orders to each member in our network.



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An Easter Floral 'Miracle'

BY MARY ANN KUTNICK, SCHAEFER GREENHOUSES, MONTGOMERY, IL

Schaefer Greenhouses is a family-owned greenhouse, garden center and flower shop located in Montgomery, Illinois. We have been in business since 1926. We sell wholesale to other florists, garden centers, landscapers, churches, municipalities, and fundraisers.

Our retail operation services Montgomery, Aurora, and several towns in the Fox Valley area. The interior plant division services restaurants, hotels, hospitals and medical facilities, stores, and offices in our community and the Chicago suburbs.

The greenhouse operation was hit especially hard by COVID-19, at the worst possible time of year. We ramp up in March and April and make the majority of our annual sales in May and June. When we were shut down on March 21st with 10,000 Easter lilies, thousands of hydrangeas, azaleas, and mums, hundreds of tulips, daffodils, and hyacinths PREORDERED by churches, landscapers, hospitals, and more still on the bench, we thought we were goners.

Daily deliveries of plant plugs were arriving that needed planting and bench space. Benches were full of Easter bloomers, and we were totally overwhelmed. Already drowning in seasonal expenses, the door quickly slammed in our faces with no where to turn. Order cancellations were coming in left and right. Miraculously, a reporter from the *Chicago Tribune* called us and wanted some information on situation. We shared our dilemma with him, and gave him the tour of our beautiful greenhouses dressed in their Easter finery.

When his article hit the news, it was immediately shared by one of our customers on Facebook who tagged my daughter. My daughter saw it and shared it with her endless connections, and the rest is history. I have already



Easter hydrangeas in the greenhouse

witnessed the power of Facebook, but this was beyond belief! I had only one other staff member on duty that Saturday, and I have never wrapped lilies so fast in my life.

The next week was a blur of blooming plants going out the door. Totally unprepared for the response, I struggled to purchase foil, ribbon, wired picks and sleeves. I bought from every local supplier each day until they were sold out. We sold all the Easter lilies including those allotted for wholesale, through the retail curbside pickup. The outpouring of love and support brought me to tears each and every day.

We had customers waiting in line to purchase 20, 30, 50, and more. They shared them with neighbors, employees, family, friends. As florists we know the power of flowers---the message they can convey and the emotion they portray. Every one of our lily customers proved that to be true. Everyone was so happy to share pretty blooms and some joy during those dark and troubling days. It was awesome. We received thank you notes and cards with tips and masks. I will never forget those generous Easter week customers.

Since that time, we have added a new curbside pickup app on our website to accommodate those anxious garden customers. We have never sold as many annuals, vegetables, and herbs this early in the season as we have this year. Many customers feel more comfortable



Easter lilies all dressed up and ready to go.

with the pickup option, rather than entering the store. I think this trend will continue into the summer months.

Our governor announced that the garden center could open to the public on May 1st. Our customers were so anxious to shop for their gardens despite our crazy weather they couldn't wait. We required an online reservation initially to control the numbers of shoppers. Entrance numbers are still restricted and all customers and personnel are required to wear a mask.

Logistical changes were necessary to conform to the six foot distancing rule, and staff was increased to accommodate additional needs. We are so grateful that garden center has enjoyed a successful early season, and hope that the summer will bring more garden opportunities as families continue the new shelter-in-place normal.

We are still debating the numbers on fall garden mums and Christmas poinsettias. Hopefully, we will continue to see their growing popularity and the renewed tradition of these holiday favorites. 🌸

WINTERPEONIES

Red and White, Make Your Winter Bright!

BY GAIL PABST AAF, PEONY HOTLINE

Add a surprise to your designs with winter peonies. "Peonies bring a romantic, soft and fluffy feel to winter designs like snowballs. I love using them in winter weddings and in everyday design work," says Eileen Lobby Weber, Lake Forest Flowers, Lake Forest Illinois.

Winter peonies are available from growers in Chile where they are grown outdoors in the field. The season is mainly from Thanksgiving through Christmas. The most popular varieties for the season are premium whites like Festival Maxima and Avalanche and premium reds like Henry Bockstoce and Red Charms. All beautiful, large and fragrant showstoppers for any design.

For the months of January through March, peonies are available from Israel and a few other locations which force them. This means that growers "fool" the plants by keeping them in cold storage to verbalize them, and then bringing them to a warmer environment to artificially bloom out of season. The flowers are usually smaller and with shorter stems than naturally grown peonies, but they fill the demand of customers who love peonies and want them at that time.

Brides are delighted to find the option of adding peonies to their winter bouquet. Winter white monochromatic designs work perfect with large white peonies. Adding the dark red of Henry Bockstoce or Red Charm, brings color to an often-colorless background.

"Inspired by the minimalist bouquets of the royal weddings in recent years there is a trend toward "less is more" when it comes to the bridal bouquet," mentioned Lisa Molar, Blooms & Bliss LLC, Illinois. "I always encourage my brides to keep the focus on their bouquet as they are the most photographed flowers of their big day. That said, if they're going for a minimalist look, the peony creates the most wonderful and luxurious clutch style bouquet. It's quality over quantity in the current floral selections for wedding bouquets and with careful timing and care, peonies are perfectly suited for a minimalist design."

So when your winter bride or event wants to create that memorable look, say Yes to Peonies! 🌸



Mixed Box



Henry Bockstoce



Festiva Maxima



Red Charm

Peony field in Chile

GLFAREPORT

GLFA Annual Golf Outing A Day of Fun and Networking!

Wednesday, August 5, 2021

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

This year's GLFA golf outing will be held Wednesday, August 5, 2021, at Eldorado Golf Club in Mason, Michigan. The day will begin with check-in and range balls at 9:00 a.m. followed by a 10:00 a.m. shotgun start, with lunch at the turn. All golfers will meet at the clubhouse following the round for an awards ceremony. The event is a 4-person scramble format. Don't worry if you don't have a foursome. We'll pair you up with some fun golfers. All players will receive prizes. This is a day of fun and networking scores or skills.

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

Golf Outing Sponsorship Opportunities

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

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

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



Tim Galea, Norton's Flowers, and Brent Mains, Mains Importing, share a story and a smile!

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

2021 Corporate Sponsors

Eagle Sponsor- Hyacinth House

Birdie Sponsor- MHI Self-Insured Work Comp Fund

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

In Memoriam: Don Weber



Don Weber, former president of the Michigan Floral Association, has died at the age of 83 at his home in Naples, Florida, after a long illness.

Mr. Weber served as MFA president from 1975-1976. For over fifty years he operated Weber Bros. Greenhouses in Oak Park, Michigan.

He is survived by his wife Jean; daughters, Nancy Jabre (Ali) and Colleen Michael (Eric); son, Dr. Steven Weber (Jana); sister, Joan Shacklok; nine grandchildren and five great grandchildren.

The Michigan Floral Foundation will honor Jackie Burrell AIFD, CF

Monday, October 12, 2020, at the Hall of Fame Dinner

Treetops Resort, Gaylord, Michigan



Sponsorship Levels:

Platinum Sponsor includes table for eight, half page ad in program, sponsor sign on table, sponsorship acknowledgment in *The Professional Florist* magazine and all electronic eblasts and social media posts, company logo with hotlink to your website on MFF Hall of Fame website homepage for one year. **\$1,500**

Gold Sponsor includes four dinner tickets, sponsorship acknowledgment in the program, and *The Professional Florist* magazine, all electronic eblasts, and social media posts. **\$900**

Silver Sponsor includes two dinner tickets, sponsorship acknowledgment in the program and *The Professional Florist* magazine, all electronic eblasts, and social media posts. **\$700**

Bronze Sponsor includes sponsorship acknowledgment in the program and *The Professional Florist* magazine, all electronic eblasts, and social media posts. **\$500**

Individual and Table Pricing: \$100 per person, \$720 for a table of eight.

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



Petaling into the Future

March 5-7, 2021
Great Lakes Floral Association
Floral & Event Expo

Bringing Your Business Through the Next 100 Years

Devos Place Convention Center • Grand Rapids, Michigan

The GLFEE provides a unique and unparalleled educational opportunity for growers, wholesalers, retailers, event specialists, and consumers in conjunction with the West Michigan Home and Garden Show.

All segments of the industry participate in the Expo:

Growers provide the flowers for the hands-on classes, main stage design shows, consumer and industry displays, and the retail store in the Home and Garden Show.

Wholesalers procure 100% of the product from the growers. They also exhibit on the show floor interacting with attendees and have the opportunity to attend numerous business, design, and networking sessions throughout the weekend.

Retailers and Event Specialists gain valuable industry knowledge from attending hands-on workshops, main stage design shows, networking events and talking one on one with growers, wholesalers, presenters and consumers.

Consumers are educated on the benefits of having flowers in their daily lives, how to care for and handle flowers to maximize shelf life, and are shown how they can find a professional florist when needed. This all takes place at the GLFA retail store located in the Grand Gallery at the entrance to the Home and Garden Show



- ✿ Total 2020 GLFEE registration: 464
- ✿ 318 florists, designers and event specialists
- ✿ 80 exhibitors representing 29 companies
- ✿ 34 students representing 8 schools

Download exhibitor information packets at www.glfee.com or call (517) 575-0110

SOCIAL MEDIA

Growing With Instagram #Hashtags

BY GAIL PABST, COLUMNIST

You're on Instagram, right? Well if you aren't then let me know because we need to talk! According to a recent HootSuite blog, starting in 2020 Instagram will be viewed by one billion people a month and from these visitors, 20 million views of at least one business a day.

So, how do you help increase the traffic to your Instagram account, boost more followers and ultimately to your shop? #Hashtags!

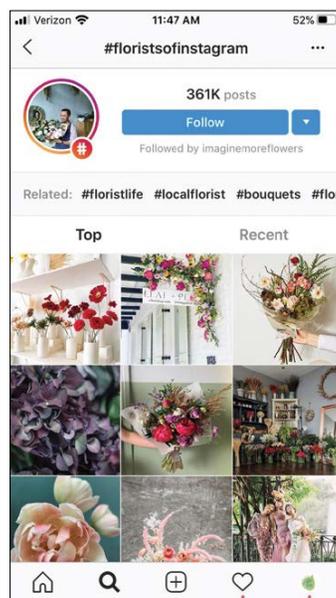
But really #Hashtags? They are so time consuming to add and do they really work? Studies show that Instagram posts that use hashtags gain a 12.6% increase in engagement compared to those without.

So, let's get going! Here are five quick tips to get you started to optimize your hashtags and your business.

- 1. Be sure to add hashtags!** Instagram lets you add 30 hashtags to each post. Each person has a different opinion on how many are optimal for engagement. That will be up to you to decide, but I always err on the side of too many...you get 30, I use 30. You never know who will be looking for that one hashtag that you left off and should have added. Another quick tip is to be sure to add a few hashtags to your bio too.
- 2. Add line breaks before your added hashtags.** It's better to have a line between your amazing, hardworking photo caption and all your hashtags in the post. It makes it easier to read your post and it's less busy looking. And there are a few easy ways to do this.
 - a. Use a third-party app to schedule your Instagram posts.** There are lots of different ones out there and you can add lines or even add the hashtags in the first comment with these apps.
 - b. Post the hashtags yourself in the comment section.** This gives your caption full attention and the #Hashtags are still there and searchable.
 - c. Do the caption and hashtags in a word document and copy and paste into your Instagram post.** Did you know that if you write your caption and hashtags in a word document and then copy it, you can paste it directly into your post caption section easily? You can add spaces, line breaks and emojis and you will be able to copy them all and paste directly into your post.
- 3. Find the best hashtags to use.**
 - a. Start by typing hashtag ideas into the Instagram search bar and see what autofills.** There will be lots of them. This is a great place to start finding your

hashtags and narrowing down your hashtag groups. Don't go for the most popular with millions of posts because there are so many you will not be on top for long. Try for ones that are on target with your target audience's interests, and popular but not overly popular. You don't want to get lost in the clutter of hashtags so use hashtags that describe your business and your target market.

- b. Check what your competitors are using.** Be sure to go on your competitors post and see what they are using for hashtags. Are they relevant for you? Use them!

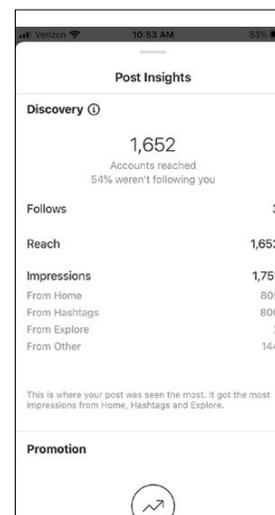


- c. Look at what your followers and influencers in your area are using for hashtags.** This is another great way to find relevant hashtags. Use those that work for you.
- d. Place all these hashtags on a document so you can remember them all.** Once you find the hashtags you

want to use, add them to a word document. You will need to make a few different groups of hashtags to go with the type of photo and captions you are using. Think about the different photos you plan to post and what hashtags you would use for each. Many hashtags will be the same (always add local hashtags like city, business type, etc.) but some will be different depending on the photo. For example, a photo of a recent wedding bouquet will have a few different hashtags then one showing your everyday bouquet or shop photos. Plan them now and get them ready for easy copying and pasting into your account.

- 4. Follow your favorite hashtags on Instagram.** Did you know that you can follow hashtags? It's a great idea to follow the hashtags you are interested in or even follow your competitors (no one knows who is following a hashtag.) When you find a hashtag you'd like to follow, simply open the hashtag page and tap on the "Follow" button. Once you've selected to follow a hashtag,

you'll begin seeing top posts from that hashtag in your feed and some of the latest stories in your stories bar. It's a great way to stay up to date on what is being posted with the hashtag.



- 5. Track your Instagram hashtag success.** On your Instagram business account (please tell me you will be able to see Insights on each post including how many people found the post through hashtags. Look for the View Insights (in blue on the left) under each photo. Click on that and you will be able to see exactly how effective your post was at attracting a new audience. This is based on impressions from various sources including hashtags! Here is an example from one post I recent put out. Unfortunately, Instagram doesn't show you exactly which were the most popular hashtags in this post. So, I am going to see all the hashtags that were used on this post and be sure to use them again!

I hope these five tips helped persuade you that you should always add hashtags and you can do it quite easily. You'll be glad you did

Any questions? Don't hesitate to ask. ✿

CLASSIFIED ADS

Flower Shop For Sale: Floral Shop in downtown Williamston, MI for sale, owner is retiring. Shop has been under current ownership for the last 10 years. This spot has been a flower shop since 1980. While the shop has been open part time hours it has been a comfortable source of income. Shop is affiliated with FTD and BloomNet. Currently delivers to all of Ingham County. Comes with delivery van. Very nice floral shop. All inquiries are confidential, serious inquires only. Call 517-204-5580.

Floral Designers Needed!! Plum Market is an emerging leader in the food and beverage industry. We are committed to offering the very best selections of All Natural, Organic, Local, and Specialty items. The Floral Designer is responsible

for bringing their artistic touch to the Floral, Specialty Candy and Gift Department at Plum Market. They will model and provide exceptional Guest Service, and deliver quality and creative floral designs. They report to the Floral, Specialty Candy and Gift Team Leader, and will assist in the department performing all tasks as needed. Apply on our website at <https://www.plummarket.com/careers/>

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Job Openings Wisconsin Tech Connect: For employers and those looking for work. Post your job listings or search for jobs here: <http://www.wisconsinstechconnect.com/>

Taking Care of Business

BY DAVID THOMPSON, FTD FIELD BUSINESS CONSULTANT, ROCKFORD, MI



Well, considering how the first half of this year went, who's ready to start making plans for a better second half? We still have the summer, fall, and yes, the holidays to look forward to. You know that one holiday that brings the fat, bearded guy dressed in red. I can't bring myself to say it just yet, but as business owners we have to plan for the future, so let's briefly discuss the future, and how to make the second half a much better one.

Just a few short months ago, even though it feels like years, shutdowns, and stay at home orders were being implemented for the first time in many of our lives, perhaps all of our lives. This created an instant, and massive need for business owners to find various ways to engage, and communicate with their current, and future customers to secure business for whenever we all return to normal work conditions.

It should be of no surprise to anyone that those business owners who were already well versed in the ways of technology, such as instant messaging, social media, and contactless payment processing were a step ahead of those who were not. That being said, let's briefly look at some technology that may help boost brand recognition, and revenue streams for not just the rest of this year, but years to come. I say briefly, because I'm writing a magazine article, and not a 500 page thesis paper.

When I first began my career in the floral industry, it was somewhat surprising how many businesses were not incorporating any form of technology. It's incredible to me how many flower shops don't even have an email address available to their potential customers. These days emails are a basic form of communication, and shouldn't be ignored or neglected. Spend a few minutes and search for some flower shops on Facebook. I think you'll be surprised how many shops haven't posted anything since 2010, or earlier.

Obviously those are the extremes, but these examples are not rare in this industry for some reason. I'm not suggesting anyone get so involved we start diving into social media analytic tools, in-depth analysis of track records, and media activity reports, but if that's something you enjoy, don't forget to pay attention to time spent compared to revenue gained. What I'm suggesting is simply a quick swim in the shallow end, per say, for those who have not embraced it in the past.

I mentioned Facebook simply because that is the most widely used, if you just look at the number of users. There are many other social media outlets to look at, and more being created almost constantly. Twitter, and Instagram are a couple other options.

If you're feeling really adventurous, take a look at Tik Tok. I say adventurous due to the fact that Tik Tok is primarily teenagers sharing ridiculous videos. Today's teenagers are brutal online to put it politely, but if you think you can handle the deep end, dive in. After all, today's teenagers are your future customers.

Also, ask almost anyone under the age of 20, and they'll tell you Facebook is for us old people. The younger generations are easy to dismiss, but don't forget many of those older teens have jobs, debit cards, and really enjoy spending money.

Which brings me to the way they spend money. My 20 year old daughter once confessed that she purposely will avoid shopping at places that don't accept Apple Pay, or some other form of electronic contactless payment, which seems ridiculous to me, but that's the reality of today's youth, like it or not.

I suggest spending some time researching the many forms of payments you could be taking advantage of such as Apple Pay, PayPal, and card readers. Like social media, there are numerous forms of electronic payment transfer resources. Again, those business owners who were already participating in contactless payment methods, instant updates, and instant communications, were far more prepared for these shutdowns, and contactless deliveries than those who weren't.

Let's get back to that one holiday I mentioned earlier, and think about how tech can help us prepare for this year's abnormal summer, fall, and eventually Christmas. There I said it!

Before that happens, we have a few other holidays, like Labor Day, Halloween and Thanksgiving. Did I miss any? Holidays are prime opportunities to practice your tech skills and plan a special event, or sale to help promote your business.

My challenge to those business owners not already into social media, is to simply plan an event for one of these holidays completely online. You can send out invitations online, create special sales for online shoppers, and whatever else you can dream up. Social media is a great way to increase trust, share customer experiences, and promote employee advocacy. Every customer loves a business that treats their employees really well.

Don't be afraid to share some of your "work family" experiences. Your customers, and employees will all appreciate it. Social media is also a great way to keep an eye on your competitors, and what they have planned.

Do a practice event for one of the above holidays in preparation for the start of the holiday shopping season, yes I'm talking about Black Friday, and don't forget about the day after Black Friday. Since 2010, it's been recognized as Small Business Saturday. This year it falls on November 28th.

To sum this article up, I just want to offer a subtle reminder that the natural progression of business is pushing us into a more tech based world. You can adapt, and thrive, or play catch until you retire. It's your choice.

Also, keep in mind that a customer's first impression of your business is more often than not, what they see or read online. Make it a good first impression and create a positive online experience in order to promote and execute a positive in store experience. The results will be long term returning customers for years to come. Here's to better second half. Good luck! ✿

The New Normal..

BY ROB STOGDILL, ROKAY FLORAL, INC, BATTLE CREEK AND PLYMOUTH, MI

Are we in the middle of it? When will it end?? Do we really even know what is to come? And what the hell can we do to adjust?

When I set out to write this article we just finished being closed for much of March and all of April. As a wholesaler, we were thrown into a unique Mother's Day 2020 with little to no pre-book orders, an unreliable flower supply, and being unsure if our retail customers would even be open or how busy they would be. Expectations versus reality played out in real time. The good news is that Mother's Day was much better than expected and there is some level of optimism that we can survive in this "new normal".

As many florists and industry suppliers around the country and in our specific area were allowed to reopen for Mother's Day, we have already encountered a "new normal." No contact delivery, curbside pickups, closed storefronts and fulfilling internet and telephone orders only.

Everyone involved in floral is scared, apprehensive, unsure, and wondering what we are going to do moving forward.

A few questions to ask ourselves as we become accustomed to the "new normal":

1. Can the floral industry survive in this new environment?
2. What will happen to the supply chain moving forward?
3. Where will business volume and workplace practices evolve over the next several months?

I'll do my best to give answers to the above.

1. The floral industry is going to suffer, make no mistake. While I think Mother's Day was a welcome reprieve let us not fool ourselves that things will be back to the way they were pre-Covid any time soon, if ever. Trying to make the customer experience special or awesome is extremely difficult with only web and phone orders that offer little to differentiate oneself in that medium.

We can however focus on quality and design as well as high levels of customer service to set ourselves apart. Go the extra mile now more than ever. Reach out to customers that have ordered in the past, focus on what you can do in this environment. Keep your inventory lean but fresh and varied. Over deliver on any promises made. Superior service wins.

2. This is where things get interesting in my opinion. There are logistical issues ahead that will impede selection, increase

prices, and cause many unforeseen headaches. The airlines that are used to fly flowers to distribution hubs and point of sale are severely disrupted and diminished. Two have filed for bankruptcy reorganization.

The airline companies are moving planes to industries and areas where they can maximize their profits. As the flights are diminished the availability of fresh flowers to wholesalers and retailers is also reduced. The primary trucking company most wholesalers use has cut routes, limited days of service, and will soon be increasing prices.

In order to survive we must make buying decisions based on the "new normal". Farms all over the globe are operating at reduced capacity with new rules and social distancing. Even CBP inspectors are working with less people and logging less hours because of Covid. We will need to order earlier, be prepared to find alternate items and substitutions that are available and sell our ability to provide beautiful product, design, customer experience, and convenience. It won't be easy but it can be done. Quality Wins!

3. It is going to take a long time to fully recover, nine or more weeks of lost sales, many months of reduced events, funerals, weddings, and day to day business is what we will be dealing with. Be proactive and work on improving your business. Find new roles for employees, market in unique ways, keep your business active and connected to all social media. Continue to promote your business.

Every business is different but the situation is similar. We are all experiencing some version of the same reality. Keep your customers informed and explain as much as they are willing to hear. Many people want to support brick and mortar, mom and pop, local businesses.

We all need to give them as many reasons to do so as we can. Things are not going to be perfect, it is how you adapt and explain that will set you apart. Take advantage of promotions from your suppliers and create. Be there when and however your customer needs you. Hard work wins.

Covid-19 has never been experienced. It is a new and unique pandemic that has created a situation we are forced to deal with. Lives have been lost, and no business will be unaffected. However, remember hard work, superior service, and quality products are important tools for survival. Roll up your sleeves, find ways to adapt, and let's all get back to work. ✿

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FLORALNEWS

ARTINTHEELEMENTS

Trend Summit 2020 Report

Trend Summit 2020 was held this past March in Vancouver, Canada. The following information was provided by Hitomi Gilliam AIFD

Every two years, DESIGN358 (Hitomi and Colin Gilliam) hosts Trend Summit, a conference conducted to determine the trend direction for the flower industry led by prominent influencers. All facets of the trade were represented: growers, manufacturers, wholesalers, retailers, mass market, wedding and event specialists, freelancers and educators.

They addressed various agendas that determine the directions in trends which are realistic to the everyday future of the flower business. An open discussion and brainstorming by the best cross section of the industry brings to light a trend reality based on the collective experience.

The conference was led by Hitomi Gilliam AIFD and a host of guest influencers – Gregor Lersch, Francoise Weeks, Susan McLeary, Holly Heider Chapple and Debra Prinzing with total Instagram reach of almost 395K followers.

There was industry representation from Alexandra Farms, HFNA (Hawaii Floriculture & Nursery Assoc.), United Flower Growers Co-op, United Floral Inc., Smithers-Oasis, Syndicate Sales, Accent Décor and Design Master.

The event unfortunately was held just at the start of the pandemic alert so the full-scale conference was downscaled to those who made the travel. And the discussion did not of course include the unforeseen aftermath.

The Trends Summit 2020 report presented a summary on sustainable floristry.

“We believe flowers and plants are essential to the wellbeing of humanity. We believe innovation and creativity will produce design-driven solutions to support sustainability in the green profession. We believe in the goals of the zero-waste hierarchy to rethink, redesign, reduce and repurpose. We

encourage and respect your efforts to pursue those goals.

Can we come together, commit and move forward in this direction?”

The following is an example of some of the sections of the report.

Top Trending Flowers

- Butterfly ranunculus • Peonies • Ranunculus • Anemones • Dahlias • Clematis flowers • Heirloom mums • *PomPon disbuds • Lisianthus • Hellebores • Gloriosa lilies • Honeywort • Carnation • Sweet peas • Protea • Garden roses • Spray roses • *Garden sprays • Specialty Tulips • Anthurium amnicola • Designer-size Anthurium • Pansies • Tweedia • Zinnia • Thalictrum aquilegifolia • Dried Flowers

Top Trending Greens

- Eleagnus • Succulents • Smilax • Maidenhair fern • Magnolia • Eucalyptus • *Autumn • Forsythia • Palms and other Exotic Foliage • Grasses • Herbs • Vines • Thornless raspberry foliage • Green blackberries and green fruited branches • Blueberries all stages • Pieris japonica • Skimmia foliage • Tillandsia • Cuts from potted plants (nursery and house plants) • Anything variegated • Stem-dyed flowers

Trending Florist Supplies

- Ribbon • Sustainable Packaging Options • The Return of Paper • Softly dyed papers • Paper Flowers • Paper maché • Dried Botanicals • Permanent Botanicals for Event Installations • Alternative Mechanics and Structures • Organic glue • Bamboo grid

Trending Floral Accessories

- Jewelry and Trimmings • Bling is gone • Pet jewelry as “value add” • Corsage alternatives • Tattoos,

wearables, cuffs • Decorative wire used for mechanics not exposed

WeddingStyle: Romanticism

- Vintage: 1920s to Art Deco Period, Feminine • Bohemian • Garden Style: Free-form, Botanical, Art Nouveau • Outdoor: HUGE, all regions • Selection of venue sets tone for individual couple’s wedding style • Ceremony + Reception at same venue • Tiny weddings, Brunch weddings • Formal styles still occur in church settings, specific to regions and religious affiliations

Wearable Flowers

- Glamour shot for photography, social media • For the Bride: personalized headpiece to reflect her style • For the Bridal Party: floral jewelry, hairpieces • New Ideas: floral shoes, floral purse, mini-wreath • Emphasis on texture and detailing

Design Style: Plant Design

- The Floral Gateway • Appealing to a newer, younger plant lover who will become future floral design customer • Segue from plant wall to flower wall • Artistry of combining plants with flowers • Keepsake Plant

Other sections cover topics such as Designstyle Trends, Lifestyle Trends, Core Consumer Values, Sustainable Floristry, Biodegradable

For a complete copy of the Trend Summit 2020 go to www.trendsummit2020.com ✿

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Artist Sign-Up for Art in the Elements 2020

The following is a message from the Art in the Elements event chairs:

Hello flower friends! While the world seems to have suddenly stopped, we're still working behind the scenes on planning the nuts and bolts of everyone's favorite outdoor floral design exhibition, Art in the Elements. We're working out the details with Meadow Brook Hall as to the exact layout and setup for the show this year, but in the meantime want to get you, our talented designers, as much information as we can.

2020 Theme: Storybooks and Fairytales

Event Timing: Prep: Sept 8-10 • Open: Sept 10 - 13

Event Address: Meadow Brook Hall, 350 Estate Dr., Rochester, MI

For an artist sign up form contact: Laura Daluga AIFD, lauradaluga@gmail.com; Laura Watkins Parker AIFD, laura@freshstartfloral.com or Alice Waterous AIFD, CF, PFCI, awaterous@gmail.com. ✿



Some of previous Art in the Elements creations



WUMFA

Paperwhite Bauble Bowls for Christmas

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT



Find a nice large serving dish that has enough height on the sides to hold water and contain the bulbs. Cut a piece of Oasis® to fit across the dish and cover the bottom. Add another piece of foam in the middle to create a mounded look. place your picked pine cones and some baubles in with chenille stems to create your layout.

Remove your paperwhites from the soil, shake off the soil, and wash with lukewarm water until the roots are clean. Use bamboo skewers to pierce the bulb and insert it into the foam. Place frosted picked pine cones in to stabilize the bulbs.

Christmas baubles can be nestled in for shimmer. Juniper is a great addition to tuck in or your favorite pine. Add water after you place in your favorite location, some sunlight preferred to keep growing. ❁



Today's Floral Industry and COVID-19

BY GREGG WILKE, VICE PRESIDENT, KARTHHAUSER & SONS, GERMANTOWN, WI

We have been on the roller coaster ride of our lives since this all began back in March and with no certain end in sight it is imperative we work together in order to minimize the negative impact COVID-19 has had and will have on our businesses.

When this began back in March I thought or a least hoped it would only last a couple of weeks or so. Now that it is July, I realize that this could take several more months until business as we knew it gets back to normal. Having greenhouse and cut flower divisions at Karthausers made us understand how bad this was very quickly. In March came the scare, in April came the reality of how much this was going to hurt our business.

In our greenhouses we had over 17,000 Easter lilies, 8,000 bulb plants, 3,000 hydrangeas, and 6,000 mums plus many additional items to make sure our customers had everything they needed for a great Easter. Cancellations started pouring in as churches realized there would be no traditional Easter as we knew it. When April was done, we had lost nearly a half a million dollars in sales that could never be made up.

May arrived and we had no idea what to expect as more mixed reports continued to pour in from around the country and the world. We also had to deal with suppliers shutting down due to state mandates and the airlines that fly our product from around the world shutting down due to lack of air travel.

What about Mother's Day and our spring plant season? Now that May has come and gone, I can report that both departments did better than expected with no real weddings or funerals to help get us through the month. Cut flowers was only down eight percent compared to 2019 and plants were only six percent down compared to 2019 for the month of May.

Now comes the big question or should I say prediction for the rest of 2020 and how it will play out. We see

the cut flower department in the next several months doing about 75 percent of what we did a year ago and believe that it will gradually get better and better as weddings, parties and funerals start to return. The plant division foresees a little bit better forecast as people are doing more around the house to brighten up their yards.

With funerals still missing and not being able to predict this trend and plant extra we feel things will be down around 10 percent from last year for the next two months (July and August). Starting in the fall through the end of the year we are planting between five and 10 percent more than last year hoping that the increased demand for plants continues for the balance of 2020. Hardy mums and our fall crops were planted in June and poinsettia plantings started in July.

We have never closed down having been open all the time to serve our customers. We have curbside pickup and delivery and plan to continue through July. Our employees are all taking every precaution to make our customers and themselves feel safe. Our trucks are sanitized and our drivers wear gloves and masks. We were thinking of opening our doors August 1 or even keeping it the way it is. All depends on what happens out there.

What about 2021 and beyond and how to plan out our business. We will not know until we see how well we predicted the balance of 2020 and we also know we have to place our plant orders for next year very soon.

Karthausers has always believed in strong partnerships with our customers and we want to make sure to communicate to you, our valued customers, that while no one knows how long this will last, we're here to figure this out together. The floral industry is a strong one and if we all work together we will make it through this together. ❁



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WUMFA News

Wareham Named Ikebana Region President



Laurie Wareham, Wisconsin & Upper Michigan Florists Association region one director has been elected the new president of Ikebana International Milwaukee, region 2.

WUMFA'S Lisa Belisle publishes in AIFD book

Lisa Belisle AIFD, CF, WUMFA president, will be represented in the new book *Artistic Floral Design*. The book, a compilation of arrangements by 24 designers, is set to be released by the American Institute of Floral Designers in the Fall. For more information, contact AIFD at www.aifd.org.



WUMFA Board Picks New Conference Date

The WUMFA board of directors has chosen April 9-11, 2021, as the new date for the next conference Game Show Floral. The meeting will take place in Green Bay, Wisconsin, at the Radisson Hotel & Conference Center.

Report from the Annual IPM EssenTrade Fair

BY ALLISON ZEEB, BUSINESS MANAGER OF POTTED PLANTS AND CUT FLOWERS, BALL HORTICULTURAL COMPANY

Earlier this year, I attended IPM Essen in Germany, the world's leading horticultural trade fair. It encompasses every aspect of our industry from cut flowers, to potted plants, bulbs, trees, shrubs, grocery store supply chains, plant breeders... the list goes on. Anything you could ever want related to plants or how plants are transported/grown can be found. It's essentially any ordinary trade fair, jacked up on steroids. (This year there were 1,538 exhibitors and 54,000 visitors representing 46 countries.)

Eight different sections encompass the show with talks and demonstrations almost every hour. As a first time attendee, I couldn't wrap my head around how much space the show truly fills. It took me an entire day just to walk the show. No talking or business done between booths...solely looking at the plants each company showcased.

Cut flowers/floral design brought forth new and interesting industry trends. The biggest trend, foliage. Spray painted monstera leaves and trailing pathos were front and center in each arrangement. New lisianthus colors with white and black petals, brought meaning to modern design. An entire section dedicated to unique funeral arrangements was designed to bring color and joy back to your loved ones.

Get lost in the walls of foliage, hanging tropical plants, and hours of floral design competitions. IPM Essen is truly the best fair to attend in the horticulture industry and the first place to find new horticulture trends. ✿



Fantastic Education Sessions!

Introduction to Floral Design Five Day Beginner Course

Wednesday thru Sunday, August 3 - August 7, 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 introduces beginning students to the exciting field of floral design. Learn the principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color. The focus of this class. For those desiring to become a Certified Florist, this is a great first step. Time will be divided between lecture and hands-on design. All materials are included in the course fee and each student will have a completed design to take home each day. Additionally, students receive a notebook covering the subjects taught.

Topics include: vase arrangements, symmetrical triangles, asymmetrical triangles, and horizontal centerpieces. Additionally, round centerpiece style designs, hand-tied bouquets, corsages, and boutonnieres will be covered. Class fee includes all flowers and supplies. Lunch is 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 • Haslett, MI

Monday thru Friday, August 24 - August 28, 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 or call (517) 575-0110. It is recommended but not required. Students who do not wish to take the CF exam will still be welcome. Time will be divided between lecture and hands-on design. A sample test will be given on each topic. You will take home your designs. There are 36 hours of classroom instruction time. Since this is a personal enrichment course there will be no exams. Limited enrollment of six ensures each student receives personal attention. Includes all flowers and supplies. Lunch on your own.

Bring your own tools (pruner, scissors, wire cutter, and floral knife).

Steps to Certification

Wednesday, October 21, 2020. 10:00 a.m. - 4:00 p.m.

GLFA Office, Haslett, Michigan

Members \$149.00 Non-Member \$199.00 • Instructor: **Cindy Ching AIFD, CF**

Do's and Don'ts for Testing • Methods and Mechanics for Hands On • Insight and Answers
Cindy will guide those who plan on becoming a Certified Florist with tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the test, then work in the design room learning what is needed to succeed when taking the exam. Attendees will leave with a clear understanding of what it takes to pass the prestigious CF exam. Class fee includes all flowers and supplies. Lunch is on your own.

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



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

The Professional Florist

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