

The  
Professional

# Florist

Volume V 2020

Hugs & Smiles

Member Profile

Homecoming  
and Prom

The State of the  
Wholesale Market

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"Flutter" Bouquet \$79.95

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WUMFA Executive Director

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## GLFA LEADERSHIP REPORT

# Hugs & Smiles!

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



The “Hugs & Smiles Bouquet” consumer promotion campaign was activated on July 27, 2020. The Great Lakes Floral Association (GLFA) partnered with the Michigan Association of Broadcasters (MAB) to develop a radio and television promotion designed to get consumers to buy more flowers.

The idea behind the campaign is to educate consumers on the health benefits of having flowers in their lives and how easy and safe it is to order and send flowers. In the time of COVID where we cannot be together, what better way to give someone a hug or smile than with flowers, so the “Hugs & Smiles Bouquet” campaign was created. Here’s the ad script: **Flowers.**

***There’s a reason we feel happy to receive them... and just as happy to send them.***

***Because studies prove that flowers reduce anxiety, increase happiness, and help us live in the moment.***

***Best part is, you don’t even need a prescription.***

***Which is why the best time for flowers... is always now.***

***And nothing replaces hugs like a bouquet of smiling flowers.***

***Let the ones you love live in the moment with you... through flowers.***

***Sponsored by the Great Lakes Floral Association, Floral Marketing Supporters, and the Michigan Association of Broadcasters***

The campaign consists of up to 7500 thirty-second radio and TV spots that will run on MAB stations across the state of Michigan through September 30, 2020. All retailers are encouraged to embrace the campaign by offering a *Hugs & Smiles* bouquet for purchase on their website and in their stores. Offer different price points, small, medium, large. Have *Hugs and Smiles* bouquets available for delivery and or pick up.

**The best part is there is no specific recipe for the *Hugs and Smiles* bouquet.** The idea is for you to make the bouquets with flowers you have available from week to week. You can see a few of our members’ different offerings on the front cover and here. These feature bouquets come from Blumz... by JRDesigns, Ferndale, Detroit and Holly, Michigan and Norton’s Flowers & Gifts, Ypsilanti and Ann Arbor, Michigan. To save time Norton’s renamed some of their popular Teleflora and Team Floral bouquets. You’ll see they are all different in style and range in price from \$24.95 up to \$129.99. You’ll also want to post and share the link to the TV video on your website and social media pages.

GLFA active retail members are provided with a special marketing package to enhance their participation and tie them directly to the campaign. Each member who registers to participate receives a special *Hugs & Smiles Bouquet* 3” round, double sided bouquet/arrangement stick in pick, high resolution digital file of the logo, statement stuffers, and 4up flyers.

You can print these in house or at your local printer. They are formatted on 8.5” x 11” paper, and you can print your



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own store information on the backside. The participating members will also be linked to a special Find a Participating Member page on the GLFA website.

We will be creating and sharing social media posts for the campaign. Please share these posts as well as creating your own posts. Use the hash tag #hugsandsmileswithflowers in all your social media posts. Participating members will be asked to track the number of units sold so we can report this information back to the investors.



**Hugs & Smiles  
“Summer Fun” Bouquet**  
Norton's Flowers & Gifts  
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**Hugs & Smiles “Daisy” Bouquet**  
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**Hugs & Smiles “Zen” Bouquet**  
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\$59.95



**Hugs & Smiles “Garden Pail” Bouquet**  
Blumz... by JRDesigns  
Ferndale, Detroit, & Holly, MI  
[www.blumz.com](http://www.blumz.com)

\$49.99



**Hugs & Smiles “Lavender” Bouquet**  
Blumz... by JRDesigns  
Ferndale, Detroit, & Holly, MI  
[www.blumz.com](http://www.blumz.com)

\$24.95

The campaign was started in Michigan but we look forward to duplicating it in other states and we hope to have the “Hugs & Smiles Bouquet” campaign active throughout the United States.

The Great Lakes Floral Association, the Association of Flower Importers of Florida, American Floral Endowment Floral Marketing Research Fund, CalFlowers, and Asocoflores have come together as the Floral Marketing Supporters to fund and support the “Hugs & Smiles Bouquet” consumer marketing campaign.

I would personally like to thank our collaborators for their support and belief in our vision and our partnership with the

MAB. It’s great to see the Society of American Florists studies promoting the health benefits of having flowers in our lives being presented to consumers via radio and television. I am so proud to see our industry come together on such an important and timely issue.

For more details, to register to participate in the campaign and view the TV ad, visit <https://greatlakesfloralassociation.org/hugs-smiles-bouquet-consumer-promotion-campaign> 🌸





# Design Style

BY DOUG BATES AIFD, CF, DESIGNS BY VOGT'S FLORAL AND GIFTS, STURGIS, MI

## Using the Element of Line

Let's talk about LINE...

What is it about certain arrangements that draw us in? What is it that causes us to pause and observe more closely? I think about walking by the arrangements at the grocery store, drugstore, or even a mass retailer, and I rarely take a second look. There is nothing (usually) to distinguish them, to set them apart. I am convinced that designs with strong elements and principles easily grab our attention and keep us captivated. So, I wanted to share with you an element that I enjoy working into my designs. The AIFD Guide to Floral Design defines LINE as "the vital visual path that directs eye movement through a composition". This can be achieved through either STATIC line, a strong vertical or horizontal that implies strength and stability, or DYNAMIC line, a curvy, contorted, or meandering component that is the energetic and lively counterpart to the static. In this composition, the static line

is most certainly the preserved cattails, and possibly the vertical orientation of the yellow zinnias. These two components impart strength and rigidity to the design. By comparison, the movement of the curly willow, up from the focal area and across the cattails, create tension, energy, and draw your eye up through the design. The orange midollino sticks do the same, drawing the eye from the back of the design up and forward, and back down to the focal area. This is just the tip of the iceberg when it comes to the study of LINE as an element of design. For instance, the Boston fern is a secondary line in this composition. And where the primary line (cattails) and secondary line converge is the focal area of the design. Then there is the study of actual versus implied line. See how we can keep going? As Certified Florists, we must use strong elements and principles in our designs to make sure our creations are those that captivate and require a second look. 🌸



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## Time to get your CF manual out and start studying!



CF steps class available Wednesday, **October 21, 2020**  
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**Sunday, October 25, 2020**  
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Get a CF manual, online at [www.greatlakesflorallassociation.org](http://www.greatlakesflorallassociation.org) Benefits/Education Tab (Certified Florist) or call Cindy at (517) 575-0110 and start studying!

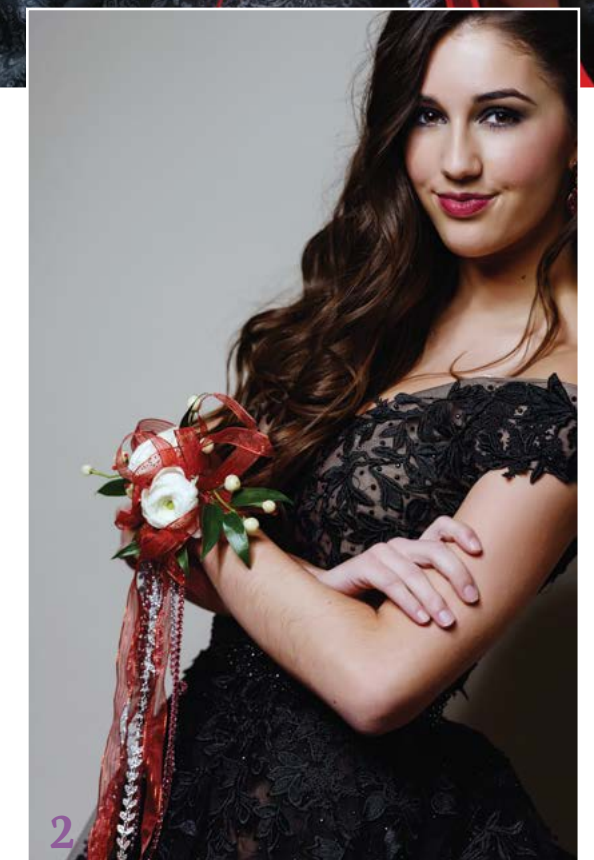
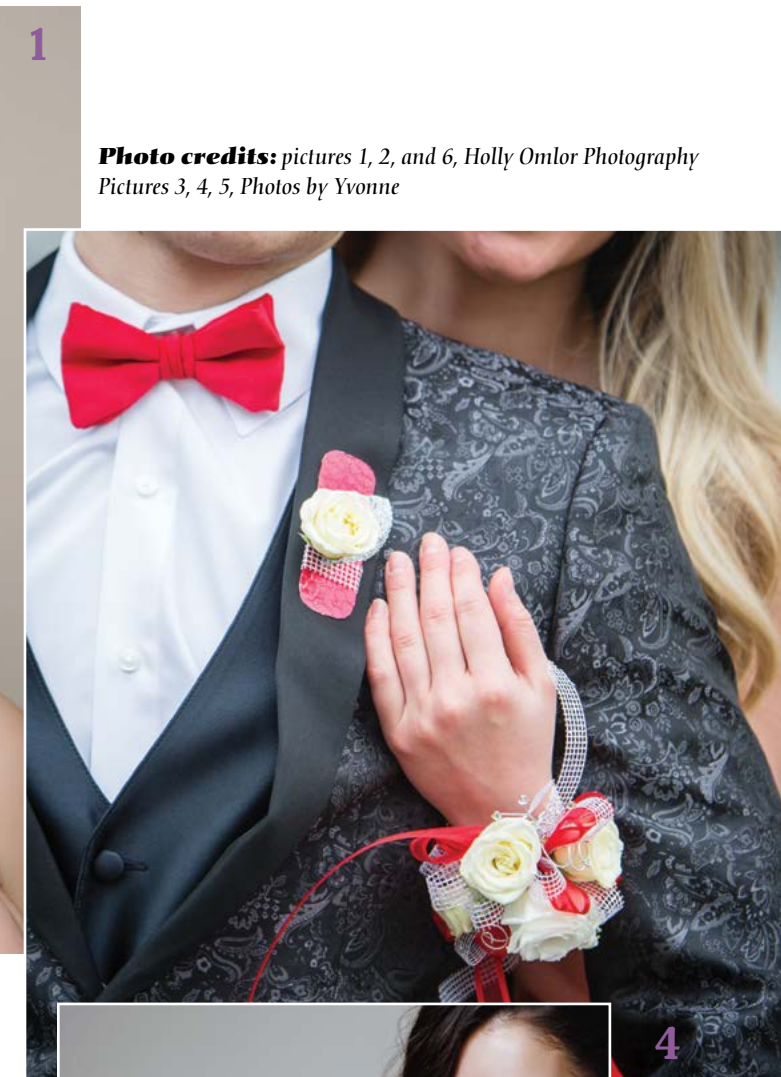


## HOME COMING FEATURE

# Making HOME COMING Special...

The following story features boutonnieres and corsages created for that special occasion...homecoming. Jennifer Linehan CF, CFD, Beautiful Blooms by Jen, Sylvania, Ohio, and Michelle Runyon, AIFD, Banner Flowers, Kokomo, Indiana contributed to this story.

According to Jen, homecoming is huge in Toledo, OH, due to the many high schools in the area. She shared some of her shop's promotions. "When selling over the phone, we sell from packages if they haven't looked at our website. We have a script for our designers to sell from, starting out with our most popular corsage package which is called Glamorous at \$35. This includes any of our bracelets, one ribbon choice, two rhinestones or pearls and picking a flower color.



"They can also go down to a \$30 Graceful option and a \$40 Elegant option. We would much rather they come in the store so that way we can see what the dress looks like and design something custom to match the dress and we encourage this if they are ordering ahead of time. Orders are prepay only since they are custom orders and this saves a lot of time on pickup day."

Michelle Runyon, AIFD, says the kids are very excited about flowers when they come in the door and usually have pictures on their phone to show from her website or from Pinterest. Even if the parents are coming in to order they often have pictures to show. Interestingly enough, in her town they don't do corsages for homecoming. She has customers who come in looking for a one of a kind pieces, like an arm band.

Beautiful Blooms by Jen markets homecoming and prom by pairing with a local photographer, dress shop, hair and makeup artist to create fun designs for a photo shoot. Then the photographer shares the pictures so all can use them on social media and websites. The only cost involved is time and supplies. They have found that it is best to be there on the day of the photo shoot to make sure that the designs are being worn the way that they were designed.

Michelle also pairs with a local bridal and prom shop as often as possible, making unique items for their fashion shows. ✿





## PROMFEATURE

# Getting Ready for Prom Season!

BY BRENT LEECH AIFD, TOWN AND COUNTRY GARDENS, GENEVA, IL

**P**rom season in our flower shop is a very busy and hectic time. Our local high school always has prom on Mother's Day weekend. Yippee!!

So, to better prepare ourselves, we start making bases for all our wrist corsages in late February and early March. The bases are made of permanent botanical foliage which is cold glued to a wristlet base. These are kept in corsage boxes that are also made in advance with colored tissue, a corsage bag and labels. Everything organized and ready for the dance orders to start in April.

My best find for the prom season was a very modern, contemporary bar I purchased at an estate sale here in Geneva. It's located away from our front counter and register so that when the moms and students come in they have their own dedicated space.

At the bar we have a display of the current wristlets available, a display of ribbons to match their dress or tie, a frame of different colored crystals that we like to adorn the wrist corsages with as well as some sample pictures to help them decide.

Of course, we always end up at the cooler looking at the many varieties of spray roses and orchids that we have on hand, but it's usually the ribbon choice that can take the most time. Our customers know that we use only the best in quality and variety with our fresh products and that's one of the things that brings them back each year, that, and our friendly smile and helpful attitude.

Most commonly used are spray roses and dendrobium orchids, but we also are fortunate to have great customers that let us play and want us to make their order something special. For those we like using mini callas, hypericum berries, ranunculus, hyacinth blooms, freesia, etc. Multiple ribbons are also used, sometimes with long streamers, some with barely any ribbon showing at all.

Ribbon also plays an important part in the young man's boutonniere. The ribbon from the wrist corsage is wrapped on the stem of his flower. Once in a while, I can impress on the student to try something different, such as using a metal strip of silver or gold and attaching her ribbon on that, then glue on an orchid with berries or just a fun foliage treatment.

This also will be attached to his shirt or jacket by using a u-glue tab on the back of the metal strip. This saves the girl or the mother from pinning it on incorrectly. It's a win-win!

In the past we would partner with a local dress shop in a fashion show to help increase sales. This



worked very well due to the fact that we used local high school students as models. Of course, this past prom season was cancelled as is our upcoming homecoming season. Very sad and strange times that we are all living in right now.

One thing I noticed prior to the pandemic was that many students were not going with dates, but with groups of friends. Part of this is due to scheduling of football. For example, last fall the students had only been in school for two weeks prior to the homecoming dance. Some of us gents need more time to get the nerve up to ask that special young lady to the dance.

On a positive note, homecoming has come a long way since my high school days. Back then it was a football mum with a gold football in the middle and the school colors for the ribbon. Now, homecoming wrist corsages and nosegays are right up there with prom. Actually, clients will choose to add on more adornments with their homecoming orders versus their prom orders, partly because of the extra expense involved with proms.

I'm looking forward to the time when our students can enjoy going back to their homecoming and prom dances. Until then, I hope everyone in the floral industry stays safe and healthy! ✿



Rose gold bracelet and matching boutonniere

## Better Together

Throughout FTD's 110-year history, we have overcome many global and national challenges. Together, we're all facing a new unprecedented crisis.

Now more than ever, we are witnessing first-hand the grit and resilience of the floral industry. FTD Florists are amazing business leaders, and we are here for you as we all power through this pandemic.

With people seeking ways to remain connected, consumer demand for flowers continues to be extremely strong. We look forward to building upon this momentum and growing together with you. Thank you for being our partner.



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## NOTHING RHYMES WITH ORANGE

# Consumer Workshops... a Great Idea!

BY DEREK C. WOODRUFF AAF, AIFD, CF, PFCI, FLORAL UNDERGROUND, TRAVERSE CITY, MI



**W**ine and Design is the new Sip and Dab. It's a definite missed opportunity if these workshops aren't being offered as they are a huge chance to connect with consumers and to increase sales. The most common roadblock I hear from retailers is that they aren't quite sure where to start when hosting a workshop. If hosting, choosing projects, pricing, or teaching feels challenging then read on for some tips and tricks on how to get started hosting consumer workshops.

To start the planning process, it's important to have a concept. Speaking from experience, succulents and

terrariums seem to be the most popular projects with today's consumers across multiple age groups and demographics.

These plant-type projects are approachable, have a high success rate, and also last much longer than a typical, fresh flower project. In addition, they are also more affordable. In order to narrow it down to a specific project, consider a terrarium workshop using terrarium kits that come with the container, drainage media, soil, and decorative moss. With a pre-assembled kit, all that's left to add the live goods. Easy right?

Speaking of live goods, each participant will need succulents for this type of project. Most Syndicate Home & Garden terrarium kits hold about three small succulents. This means it's possible to buy just one flat of small mixed succulents to host a workshop. In addition to kits and live goods, guests will need terrarium tools to use. These tools will make construction of projects easy and can also lead to upselling. Consumers can't resist adding a tiny rake or spade shovel as a novelty prop in their tiny garden under glass.

Pricing is the next item to tackle when it comes to planning a consumer workshop. The concept of hands-on workshops is still relatively new so there isn't much information available on best pricing best-practices. To help, I have outlined some considerations that will help determine pricing.

How much time will the workshop occupy? Most consumer workshops are executed in about 45 minutes to an hour. Be sure to account for set-up time and clean-up as well as any other staff that may be needed to assist in the event.

How many people will the event host? Based on the current limitations on store capacity and knowing that everyone needs their own adequate space to work, how many guests will fit? Make sure to have enough participants to make the workshop worth the effort, but not too many to overcrowd the space and keep it from being a good experience.

Hard goods and live goods all come at a cost. The best way to price these items is the same for how it is done for retail. Any additional costs that arise from time and labor can be averaged across the number of participants and added into the ticket price.

Pricing can also include perks. Depending on the state or county, it's possible to serve drinks or other refreshments to guests as part of the event. This can also be included in the ticket price, so make sure to account for these extra items.



Now that the project is defined, materials sourced, and the workshop has been priced, it's time to promote. Make sure to share information about the event on social media platforms, any email lists, and by posted signage in the store or studio.

Continue to build the hype for the event by posting imagery and details leading up to the workshop day. Take reservations and pre-payments from guests so their spaces are reserved. If the event sells out quickly, it's always possible to add another one.

When the day of the event arrives, make sure to provide a safe and fun experience. Everyone should have their own dedicated workspace and every participant should have identical materials. Welcome guests, greeting them as they come in and helping make them feel comfortable. Start the workshop with a personal introduction and speak to relevant work experience for this event. This adds to professional credibility and will help gain trust from guests.

The best way to begin is for the host to demonstrate the project in full, from start to finish, covering all of the important details. This is a good method for a few reasons. One, it keeps the guests' focus on the instructor, and they will not become distracted by their own project. Two, it allows guests to ask questions along the way. Three, it frees-up the host to be able to attend to the participant's needs as they are working should they have further questions or need additional help once their projects are underway.

Once the initial workshop is a success, it's easy to do more events like this. Try different themes or projects and make



it fun. Depending on location and audience, workshops can be at many different price points. If the space is too restricted, consider offering workshops outside or virtually. To find more ideas and inspiration for future workshops, visit my website: [www.derekthebartender.com](http://www.derekthebartender.com) and follow me on social media. Further questions? Reach out! I am always happy to chat and share ideas. Good luck with the workshops and have fun connecting with new customers! ✿





Wyoming Stuyvesant owners  
Sally and daughter Jennifer

## MEMBERPROFILE

# What's in a Name?

BY BARBARA GILBERT, EIC

What's in a name...the history of a company that goes back 74 years.

Indeed, Wyoming Stuyvesant Floral has a three generation family story to tell.

Don Dykstra began his career at Stuyvesant Floral in 1950 at the age of 20 as a maintenance and delivery man, graduating to design work. His path to flower shop owner began then. When asked if he had a penchant for flowers, granddaughter Jennifer Schuitema, co-owner of Wyoming Stuyvesant said laughingly "No, he just needed a job to take care of his family." Her mother Sally was born the same year.

In 1946 there were two flower shops Wyoming Park Floral in Wyoming and Stuyvesant Floral in Grand Rapids, Michigan. In 1958 Don and his wife Lois purchased Wyoming Park Floral and in 1968 bought Stuyvesant Floral. The shops were merged into Wyoming Stuyvesant Floral in the 1970s and moved to a larger location at 2315 Lee Street where it remains to this day.

When asked if she had thought of changing the name Jennifer admitted she had, but "It is hard to change a name that covers three generations".

Now she and her mother Sally co-own the shop that Sally purchased in 1984.

Sally has been in the floral industry her whole life. She is a graduate of Grand Valley State University with a degree in business administration accounting. At the age of 13 Sally began working in the shop dressing plants and

doing simple arrangements. As Jennifer pointed out: "She had two choices, working in the flower shop or staying home to take care of four younger siblings. She took the flower option."

In 1998 her daughter Jennifer became co owner. She is a graduate of Western Michigan University with a BBA in business management and is a member of Holly Chapple's organization Chapel Designers. Discussing her floral career beginnings, Jennifer explained, "I always came to the shop with mom, and started making rudimentary designs at 13. We do everything in-shop: accounting, payables, payroll, taxes, etc."

Back in the early 2000s, Jennifer had a crisis of confidence trying to balance work and family. Then she discovered Holly Heider Chapple in 2016, went to her Hope Flower Farm in November 2019, took a three-day intensive course, and was on the road to regaining her equilibrium.

"It was an amazing experience and I loved every minute. Holly definitely became a mentor. I was inspired by her style, dug deeper into what she was teaching about lush garden design, and was motivated."

Her renewed interest prompted the creation, in 2018, of a brand new 100 page funeral portfolio. The shop focuses on funeral work which provides 40 percent of their business. She is also working on increasing wedding business which is at about 10 percent with the rest covered by corporate accounts and organizations in addition to everyday customers.

They've had success partnering with one of their corporate customers for Valentine's Day and Mother's Day by offering a pop-up shop in the corporate lobby.

The shop delivery area serves a 20 mile radius around Wyoming including Rockford, Holland, Caledonia and Wayland, Michigan.

Most in the floral industry were wondering how Mother's Day sales would work out because of COVID. Jennifer reported, "It was a very crazy week, in



A shot from the new funeral catalog



A popular lantern funeral arrangement



One of Sally's famous custom containers

making sure lines of communication are always open. She is always checking on customer requests on the many social platforms. Her customers go from generation to generation and many are repeat buyers.

In the current economy, the Wyoming Stuyvesant staff is working on new ways to move flowers without the ability to have walk-in customers. As to the future dealing with the Covid19 pandemic, the plan, according to Jennifer, will be "restoration of a new normal. and continually evolving as the pandemic continues. Ultimately, our plans for the future are to concentrate on custom designing for funerals, memorial services, and weddings." 🌸

fact our best Mother's Day ever. People could not go see their mom, so they looked for other options. We had both curbside and delivery service. We also had flowers and product setup outside where people could stop and buy on the spot. It was somewhat difficult running the shop and outdoor product, but it was well worth it."

Not knowing how business would be, she preordered less and had more orders than flowers. However, they were able to procure everything we needed. Since Nordlie in Grandville, Michigan, had closed she got her product from a new source Kennicott Grand Rapids.

Commenting on this change because of COVID she said, "The closure of Nordlie was a highly disruptive experience. We had a decades-long relationship with both the people and the company. The transition to Kennicott would have been difficult at the best of times, but during a global pandemic even more difficult. She was very pleased with Kennicott's service and sent a shout out to her representative Mark Wiersema for his "amazing" help.

Valentine's window display



Summer window display



Spring window display



An image from Jennifer's styled shoot at Hope Flower Farms



A basket full of flowers



## BUSINESSBEAT

# Interacting with Your Customers for Spring

BY DAVID THOMPSON, FTD BUSINESS CONSULTANT, ROCKFORD, MI



**A**t this point, I would hope your plans for finishing the year on a good note are in the works, and at least partially set. If not, well, take this paragraph as a friendly reminder.

Thoughts of green grass, wild flowers, and sunshine sound wonderful after Thanksgiving and Christmas. Take a minute to enjoy those thoughts and start planning for the big one. Yes I'm talking about Mother's Day. Spring will be here before you know it, and don't waste too much time dreaming of nicer weather, or it'll be too late to make plans for your biggest holiday of the year.

In the previous article we discussed ways of engaging, and communicating with your customers through social media. Let's take things a step further, shall we. Today we'll discuss ways of engaging and interacting with customers in person and creating new customers for the future. Even though interacting in person may look much different than it did in the past, different isn't always a bad thing.

It's safe to say none of us know for sure what things will look like in a few months, but I would think by the time spring rolls around, we'll all be settled into the new normal. It's in your best interest to start planning for the "new normal" now, whatever that may be.

In this article, I'll throw two ideas on the table, and you can do what you like with them. Some business owners may have already incorporated these into regular practices. If that's the case, then good for you.

I mentioned interacting with the community. The first idea is all about getting involved with the kids, in this case the older kids, such as high schoolers. A lot of high scholars will be entering the workforce soon, and many are already working.

First let's discuss the term community based learning. Community based learning is a term that refers to the various means of instruction in schools that educators use to connect what is being taught in the classroom to their communities. These connections help kids learn the lesson not only faster, but help them retain the information being taught.

One very simple example is a history class taking a field trip to the local museum to learn and see first hand some local history. I do have a little, and I emphasize little, experience working and studying education in the public school systems here in Michigan. So if there are any educators reading this article, please forgive my minimal knowledge on the topic.

However, it doesn't take an education specialist or professional educator to see the possible benefits here for not just the students, but the businesses being incorporated into this type of program.

For those of you still wondering where this is going and how it relates to flowers, let's break it down. I think it's safe to say any business owner would be well prepared to discuss

topics such as budget planning and control, corporate tax laws, accounting, marketing, public relations, the list goes on. In the world of floral design, you could easily step into an art class and discuss design practices, balancing color, and design composition.

There's plenty of opportunities for all you floral designers and business owners out there to incorporate the education of our youth into your business plans. This will not only benefit the community as a whole, but also your business. The direct benefits include community recognition, contact and development of future customers, and possibly even future workforce development through work based learning programs like internships, and possibly mentoring of the community's youth.

The one thing I hear on a regular basis in all my visits to floral shops throughout this state, and the state of Indiana is, "I can't find experienced designers". Well here's your opportunity to bring up and mentor a student, or multiple students into being the experienced floral designer you've been looking for. This would be one small step to securing the future of the industry, and what better benefit is there than that. Connect with the youth of your community, and I promise you, you will in turn connect with their parents, grandparents, and the rest of the community!

Start by contacting your local school district and discuss the various ways to get involved in the class. Every school district is a little different and may have different rules and regulations regarding you actually entering the building, but it's not completely necessary for you to physically enter the building to get involved these days.

The second idea I have for you is a lot easier to execute, but just as beneficial to your business and the community. With spring comes plans of festivals, outdoor gatherings, and various events in and around the community. Before you say I'm not organizing a flower festival, (but if you're up for that then why not) I would suggest volunteering some time to help wherever the city may need it. This is a great way to gain recognition in the community, and not have to worry about spending too much time away from your business. There's hundreds of ways and places to volunteer in the community, whether it's for a non profit charity, or for the city itself. Discuss it with your employees, and see if they would be willing to volunteer also find out what they are passionate about, and their thoughts on improving the community. Whatever that looks like for you and your team, getting involved in the community is simply a win/win for you and your neighbors. There's no reason not to get more involved.

Also don't forget to mark your calendars, Sunday, May 2, 2021 marks the beginning of National Small Business week. It ends on Mother's Day next year. Make Mother's Day next year even bigger and better than the last by getting involved with your community. I promise you won't regret it. ✿

## GLFAREPORT

# Golfers Hit the Links at GLFA Annual Outing

**A**gain this year, the Great Lakes Floral Association held its annual golf outing at Eldorado Golf Course in Mason, Michigan. The day began with check-in and range balls followed by a shotgun start. Everyone enjoyed hamburgers, hot dogs, chips, cookie and a soda for lunch at the turn.

It was a 4-person scramble format. All players received prizes thanks to our generous sponsors. Each team had the opportunity to purchase up to eight mulligans at the cost of \$5 each. A total of \$144 was donated to the Michigan Floral Foundation for future educational purposes. It was a beautiful sunny day and was so great to see everyone together once again for a day of fun and networking at the golf course.

**Mens Winning Team:** Jim Schmidt, Charlie Schwarz, Chip Soloman and Jerry McGinn with a score of 62. Mixed Winning Team: Janice Curran, Randi Talmage and Rod Crittenden with a score of 70.

**Men and women game hole winners:**

**Longest Drive Men:** Jerry McGinn (Team Hyacinth House); **Women:** Janice Curran (Teleflora); **Longest Putt:** #1Blue, Chip Soloman (Team Hyacinth House);

**Closest to Pin:** #4White, Jerry McGinn (Team Hyacinth House)

**Sponsored by:**

**Birdie Sponsor:** MHI Fund

**Par Sponsor:** Strider

**Tee Sponsor:** FloraCraft

**Raffle Prizes:** Amway Grand Plaza Hotel. ✿



## Hall of Fame Dinner Postponed!

**The Michigan Floral Foundation Hall of Fame Dinner honoring Jackie Burrell AIFD, CF, will not be held in 2020. It has been rescheduled for October 11, 2021, Treetops Resort, Gaylord, MI.**

Call the Michigan Floral Foundation at (517) 575-0110 for further information.





## DESIGN TIP



# What Can Your Wires Do?

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



From the beautiful flowing lines seen from top wire manipulators such as GLFA member Doug Bates AIFD, CF, to the good old wire and taped mechanics, we have seen wire evolve throughout the years. With the variety of wire and ever growing expanse of mechanics available to us, we must ask, what can your wires do?

Wire manipulation and techniques are so vast it's interesting to see it through the eyes of others. When you search simple hashtags on Instagram like #oasiswire, #wiremanipulation and any other variation, the inspiration is amazing. It can take you from simple tiny details of body wear to large scale suspended structures.

Just as I enjoy the challenge of seeing what a flower can do, so do I enjoy the power of exposed and intentional wire mechanics or details along with the exploration of more hidden strong basing mechanics.

Challenge yourself to braid or weave your wires,



follow a tutorial from other designers like the amazing Doug Bates or Hitomi Gilliam, find new floral books like *Floral Accessories* by Wendy Andrade and just learn to play.

So what can your wire do? Share with us how you use wire in your designs on the Great Lakes Floral Association social media. ✿



# Petaling into the Future

Bringing Your Business Through the Next 100 Years

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

Devos Place Convention Center • Grand Rapids, Michigan

The GLFA Board of Directors and GLFEE Committee are currently working hard to make sure everyone can have a safe and enjoyable 2021 GLFEE. We are optimistically planning to hold the Expo Face2Face in Grand Rapids and are working on a pay per view option for those who don't want to travel. Stay tuned we will bring you more details as they become available.

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](http://www.glfee.com) or call (517) 575-0110



DESIGNERSPOTLIGHT

# The Best Way to Appreciate Employees

BY SKEETER PARKHOUSE, WASSERMAN'S FLOWERS AND GIFTS, MUSKEGAN, MI

A person who feels appreciated will always do more than expected!

We, as professional florists, can be a big part of this with Administrative Professional Week, which is always the last full week of April. Whether you still call it Secretaries Day, Administrative Day or Administrative Professional Day, it's worth putting it on the calendar .

Secretaries Day was started in 1952, and was changed to Administrative Professional Day in 1981 to incorporate not only secretaries but all professional assistants. These people are the backbone of many companies. In 2000 it was changed to Administrative Professional Week. Too many shops let this holiday slip by without taking advantage of the additional sales available.

This holiday has become one of the largest workplace celebrations. Flowers are the most popular gifts, the perfect gift because they can be admired for many days. Studies show that when employees are happy and satisfied, there is a 31 percent increase in productivity. We need to help ensure employees are recognized for their contributions in the workplace.

How do we go after these sales? Use your website, create a banner about this holiday reminding them to order, as well as a page with different products you offer. Show a nice selection of floral designs, just remember it's not all about bud vases anymore. Our customers are looking for larger designs, so make sure you have a price range too.

Green plants are great, as they continue to live long, plus they clean the air in the office, a double benefit. Gift cards

are another great idea. We have had bosses bring in the staff and let them shop for what they want. We love this because it brings in people that may be our future customers.

And, of course, social media is a must. Make your shop stand out in your area. Show pictures or videos of what you do best, give them reasons to place their orders on online or by phone.

People love free stuff. To get your info out to more people, do a giveaway for flowers or a green plant, have them like your post, tag their friends, and share to enter the contest. This will spread your post to do many potential new customers .

Here are some great quotes to use in promoting Administrative Professional Week:

*"Create a paradise where your employees will want to stay, not visit".*

*"A great employee is like a four leaf clover, hard to find and lucky to have "*

*"Treat employees like they make a difference and they will".*

*"The way you treat your employees is the way they will treat your customers".*

Take these ideas to make this a great holiday in your stores, to create more sales and deliveries. Don't be afraid to reach out to the bosses to ask for these orders, whether the employees work in the office or from home, as many people are doing in this new world.

And, as always, don't forget to take care of your own employees, make them feel appreciated as well! ✿

# Spring is in the Air

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

In this whimsical spring arrangement, U glue strips were used to attach pussy willow branches to a clear glass cylinder vase. The branches were then secured with Oasis® rustic wire. The use of the branches clearly define this piece as a Spring focal point. Mini green hydrangea are a basing technique for optimum placement of other florals. Two bunches of orange citrus colored tulips pop off the crisp lime hydrangea clusters. Peach hypericum berries were paired with Porcelina spray roses to add contrast and texture. Additional pussy willows are added for height and to draw the eye from the container upward. The tops of the hyacinth bulbs were cut to expose the spring green leaves. The contrasting colors and the pave style of design work in tandem to create a beautiful spring piece. ✿



## Welcome New GLFA Members!

### Country Lane Flowers

Edward Smith  
729 S. Michigan Ave.  
Howell, MI 48843  
Phone: (517) 546-1060  
[www.countrylaneflowers.com](http://www.countrylaneflowers.com)  
Email: [customerservice@countrylaneflowers.com](mailto:customerservice@countrylaneflowers.com)

### Willow Pointe of Ortonville

Deborah Buck  
425 S. Ortonville Road  
Ortonville, MI 48462  
Phone: (248) 627-4340  
[www.willowpointeflorist.com](http://www.willowpointeflorist.com)  
Email: [willowpointefg@gmail.com](mailto:willowpointefg@gmail.com)

### The Coop Floral Shop

Ashley Brandt  
216 South Main St.  
Cheboygan, MI 49721  
Phone: (231) 627-2121  
[www.thecoopflowers.com](http://www.thecoopflowers.com)  
Email: [thecoopflowers@gmail.com](mailto:thecoopflowers@gmail.com)

### Small Town Flowers

Cheri Heward  
4158 Lake St.  
P.O. Box 22 Bridgman, MI 49106  
Phone: (269) 326-1452  
[www.smalltownwedding.com](http://www.smalltownwedding.com)  
Email: [cheri@smalltownwedding.net](mailto:cheri@smalltownwedding.net)

### Flower Works

Andrea Forsberg AIFD, CF  
1007 N. 3rd St.  
Marquette, MI 49855  
Phone: (906) 273-1335  
[www.flowerworksmqt.com](http://www.flowerworksmqt.com)  
Email: [info@flowerworksmqt.com](mailto:info@flowerworksmqt.com)



# Floral Foam Just Got Greener: FloraCraft's Newest Product Made with Recycled Plastic

BY JAMIE SUTTON, DIRECTOR OF MARKETING, FLORACRAFT CORPORATION

For decades, the floral industry has worked with flowers and plants to bring joy and improve the wellbeing of consumers. Now there is also an initiative to improve the wellbeing of the industry's biggest and oldest supplier: Earth.

Sustainable floristry continues to be a growing topic as florists express their desire for the industry to be more environmentally conscious in order to be a truly green profession. Florists and wholesalers alike are making more socially mindful decisions about the products they buy and packaging they use.

FloraCraft®, the world's leading manufacturer of foam products for the floral industry, recognized this aspiration and took action. The result? FōM® with PolyRenew®, a floral foam line made with post-consumer recycled plastic.

The Ludington, Michigan, manufacturer recently rolled out its new product, which uses a blend of recycled garment hangers from retailers across the country and virgin material. FloraCraft's legacy foam, previously known as STYROFOAM™ Brand Foam, was made from 100% virgin material. FōM® is the first product of its kind on the market to feature recycled post-consumer content.

It is still the lightweight material florists love, only smoother and less brittle than the company's legacy foam, making picking, painting and cutting easier while producing less dust, so cuts can be made with minimal clean up. FōM®'s sturdier design also reduces the possibility of the material denting during use and it remains the most obvious choice for holding stems in place.

By mixing in this recycled material, the company can still make the same amount of product it normally does, but takes out the equivalent of nearly 1,000 miles of plastic per year, or the distance between New York and St. Louis, that would otherwise end up in a landfill.

"FōM® represents the first true innovation in this category in more than 70 years," said CEO Eric Erwin. "The craft and floral foam manufacturing industry has never used post-consumer materials to produce products until this point. We're taking plastic that would normally end up in a landfill and making it into a high-quality foam product – a win for the consumer and the environment."

"We listened to our customers, who told us they really want to use products that have been responsibly made. They want to know the foam used in their floral projects is created with environmentally conscious materials, it doesn't pollute the water supply and is made right here in the United States."

The company wants florists to feel great about the products they use while representing the growing desire for sustainable floristry. FloraCraft is driven by social responsibility, dedicated to building a sustainable company that employs best practices for the environment, people and the communities it operates in. The manufacturer is committed to reducing its environmental impact by recycling more than 98% of its foam fabrication scrap, which is collected and reused in other FloraCraft products or sold to companies who utilize recycled materials.

FōM® is now available to the floral industry through your local wholesaler. ✿



## Your Chance to Pick the Nominees for the 2021 GLFA Awards

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

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

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

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

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

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

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

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

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

be an active member or an employee of an active member of the association.

To nominate yourself or someone else go to [www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org) "benefits" tab "GLFA Industry Awards" tab and fill out the

application no later than 1/20/21. If you have any questions please email awards and nomination chairperson Bob Patterson CF at: [pattersonflowers@gmail.com](mailto:pattersonflowers@gmail.com). ✿



### A FōM Unlike Any Other®

As the world's leading producer of extruded polystyrene floral foams, we believe it's our duty to be innovative, to elevate social responsibility and to create change. That is why we created **FōM with PolyRenew**.

It's our signature floral foam you know and love,

Now Made with **Recycled Plastic!** ♻️



For more information, please visit our website.

FLORACRAFT 800-253-0409 LUDINGTON, MI 49431 [www.floracraft.com](http://www.floracraft.com)



FLORALNEWS

NEWPRODUCTSPOTLIGHT

# It's the Merry Month of May at Ridgeway

BY TERESA CYTLAK, RIDGEWAY FLORAL, THREE RIVERS, MI

May 1<sup>st</sup>, besides being GLFA Executive Vice President Rod Crittenden's birthday, is May Day, a small but important holiday for Ridgeway Floral. In the 60s, my sister Myra and I celebrated May Day by collecting flowers along the road and in the yard (mostly dandelions and violets). We placed them in a cup, hung them on our door for my Mom and my Grandma's door down the road. As a tradition, we would knock, run and hide to wait for them to find our juvenile creation.

Ridgeway Floral has promoted and celebrated May Day for twenty plus years. I find it brings back fond memories for the more mature generation. It started out rather large, then dwindled to around a dozen yearly deliveries.

But this year due to everyone being isolated, we had 68 May Day Basket orders. Fifty were delivered, and yes we hang them on the door, ring the bell and walk away, if only we could run!

May Day basket materials consist of wall paper or scrap book paper for making the cones, a plastic cup, depending on the size of cone being made to hold the Oasis®, and a hole punched on each side of the paper and cup. Use the miscellaneous ends of ribbon rolls that you have had for a long time to make the hanger and ribbons at the sides of the cone.

Favorite May Day basket products are limonium, boronia, rice flower, waxflower, statice, tulips, daisies and plumosus. Designing four or more at a time I use a little of this and a little of that for a "I put this together as I was walking to your house" look. Even a small petite cone with a large clear



water tube and a stem of alstroemeria makes someone's day.

We offer wicker baskets and little buckets as well for the containers, but our customers all request the hand made wall paper cones.

If you only sell a couple the first year, keep advertising and you will get those customers remembering this nostalgic tradition. ✿

# Smithers Introduces New Midnight Mache Shapes

Smithers Oasis will be launching new OASIS® Midnight Floral Foam Mache Shapes in September. The dry gray foam turns a deep black when soaked to fit any style. According to Smithers, it has been created with premium Maxlife technology which allows flowers to live 50 percent longer and is 100 percent biodegradable in the span of 567 days. The new shapes come in wreaths, hearts, and a cross.

For more information contact Smithers-Oasis North America, 919 Marvin Street, Kent, Ohio 44240 (888) 676-4417. ✿

*If you have a new product and would like to appear in the new product section send a description and high rez picture to Barbara Gilbert, EIC, at bgilbert327@gmail.com.*

New Midnight Floral Foam Shapes



The finished arrangement

## CLASSIFIED ADS

### FOR SALE: Holiday Floral, Inc / with home attached

Holiday Floral, Inc / with home attached. 1306 Jenner Drive, M-40 South Allegan, MI 49010

No commuting...Business and home included. A unique opportunity to combine business with excellent living. Well established business and clientele. Contact agent for more information regarding equipment and inventory that is included. The Floral Shop has a full basement for additional storage. An attached greenhouse and a beautiful brick home serves as a residence for the business owner. This lovely flower shop has served our local area and beyond for 60 years now..

Check the listing for more information and pictures.

REMAX Executive, Susan Maurer 921 Marshall St, Allegan, MI 49010 269-217-5774.

**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 inquiries 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/>

**Plant Material Inside Sales Representative – Milwaukee, WI Carlin Horticultural Supplies.** We are essential and hiring! Carlin is committed to the safety of our employees and customers during the Covid-19 crisis.

We have an immediate opening for an enthusiastic Plant Material Inside Sales Representative at our Milwaukee, WI location. Carlin Horticultural Supplies offers a competitive benefits package including health, dental, vision, PTO, paid holiday, life insurance, and 401k.

Please visit the link to our website for more information: <https://www.carlinsales.com/advancedwebpage.aspx?p=careers>

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



# Creating Confidence and Cooperation

BY LISA BELISLE AIFD, CF, WUMFA PRESIDENT



Most of us had the same reaction when our state declared shelter in place and the word pandemic was being thrown around. I am not sure about you, but FEAR was the biggest emotion that flooded my body and thoughts. How am I going to survive? Should I just hand in my keys and call it a loss? What will I do next?

After this crazy flood of questions bubbled back down and reality snuck in I realized that I have been through worse and as a flower shop in my first two years there must be a way to survive and ride this out.

Luckily I was treated to a phone call with a business coach only three days into the order and he kept reminding me to SLOW DOWN, take time to listen to my body and thoughts as the answers were at my fingertips, but I was moving so fast I could not hear them.

I had put most of my efforts into building my classes, education, and photography so that retail was never a priority for me. Slingsing \$40 arrangements a couple times a week put me in the red. However, when we were on lockdown and I was doing what the business coach said “Slow Down” the phone and computer did not.

My retail started to pop. After a few days of running around, buying flowers, and figuring out the entire process to keep my customers, myself and recipients safe, I needed consistency. So, I spent an entire day working on my website, updating photos, prices, and links.

Taking the time to photograph your newest work is critical, especially with each new season. Most consumers think that what they see is what they get. We all know it is super difficult

to educate everyone that it really just is a picture for inspiration. So... add more photos. This gave my customers a wider perspective of what might appear at their loved one's doors. The responses were overwhelming.

I spent another few hours learning about reviews and that if an iPhone user types in Florist Near Me it uses Yelp to rank each florist. If they are an Android user it uses Google reviews to rank you from 1 to 5. How crazy is this?

So, I developed an email thanking each person that spent the time choosing a local business and wishing them and their families health and happiness along with all of my review links to help me find more amazing customers like them. It has helped me tremendously. Only one out of every ten leaves a review, but those who do are straight from the heart and leave the best ones. I'm happy to report that I now sit at the top because Flora Elements has the most five star reviews.

Collaboration. NOW is the time for community and re-learning how to lean on your neighbors. There is no reason we can not ask a fellow florist out for help. I have started co-buying with fellow florists. If boxes are too big, but the price is right I ask a couple florists to help me out. Now, three of us are sharing, splitting the bills, and enjoying staying within budget weekly.

Social media has been a critical tool to use daily reminding people that you are open, you are taking all precautions to stay safe and keep the people whom you deliver to safe. By updating your Google Business and Facebook every 3-5 days you answer your customers questions. If you listen to anything please do your Covid updates, send a positive message and make sure you thank people who took the time to support YOU. ✿

# The State of the Wholesale Market - How to Streamline Your Ordering

BY JESSICA SAYNOR, PETALS & BRANCHES, JANESVILLE, WI

Several weeks ago I spent some time interviewing various area wholesalers. We dove into the issues that have come up since the pandemic began: Everything from shutting down businesses, scaling down farming, the inability to ship product for periods of time to the recent resurgence of a lack of product availability..

Farms that supply wholesalers run on growing cycles. The plants grow, the labor force trims and cares for the plants,

the plants mature enough to be cut, then products are packed and shipped to our friendly neighborhood wholesalers.

During the beginning of the pandemic, as it spread throughout the world, we as an industry became stuck due to transportation avenues being closed. Incoming shipments from overseas were few and far between due to the restrictions at the borders. Then, as things began to level out with the incoming flow of product, we suddenly started to see things out of stock again.

This time it was due to lack of product. The lack of production due to reduced staffing at farms is what caused this delay.

When I spoke with Rich from Everflora he explained “Farms reduced their staffing, plants continued to grow past their maturity cutting dates. This resulted in overgrowth. Farms then needed to cut back plant material and needed to essentially start the growing process over, resulting in delays in cut product processing.”

Now we are seeing limited availability. This is primarily due to farms only pre-planting based on standing orders. If a client had already placed a large enough order prior to the planting season, those crop orders were fulfilled. Rather than planting a normal volume of plant material that yields enough left-over product for daily orders, they are now only left with a small selection to fill remaining orders on a first come first serve basis.

As an industry we are also seeing gaps in production due to continued transportation restrictions. When I spoke with Matt of Bill Doran & Co in Green Bay, he explained “Food imports are taking priority over cut plant material for the floral and horticulture industry.” This is a factor that can hold up shipments coming into the United States. Customs will process food imports to keep grocery stores and restaurants full before they will process floriculture or horticulture products.

What can we do as businesses to make the ordering process smoother?

In order to keep your business running smoother, wholesalers offered these suggestions to help keep the process moving and not leave your clients disappointed:

Plan as much as possible. Look at historical sales. What does your market demand? What do you sell a lot of? Pay attention to trends. What are your brides asking for? What colors are popular? Giving your wholesalers two to three weeks' notice at a minimum can help reduce out of stock issues.

While four weeks is ideal, most of the wholesalers we spoke with suggested the two to three weeks ordering ahead window. Most even suggested setting up a standing order of staples that do well in your business.

Are you back in the swing of things with weddings? Are brides still considering changing their dates? One great suggestion from Perry at Krueger, “Even if you have a bride that is not sure about the date of their wedding, order ahead anyway. It's better to have the order in just in case.” Perry mentioned that Krueger could reallocate product in case of cancellations if needed and in times like these they aren't “holding anyone's feet to the fire.”

Every wholesaler I spoke with also recommended being totally honest with event or bridal customers. Be transparent and explain that the pandemic has drastically affected the ordering process and that it's ideal to have a backup plan allowing for substitutions. If your client is looking for a specific flower, talk to them about possible substitutions just in case the flower of their dreams is not currently available for their event.

Order by color instead of variety whenever possible. If a bride insists on Tibet white roses, acknowledge her love of the flower and speak openly, that in times like these white roses are available, however she might have to be open to a different variety of white rose to fulfill her dreams. It will be easier for your wholesaler to help you fulfill an order if you can shop by color instead of by hunting for a specific variety.

If there is still a flower that a client cannot live without, just make sure that you are being clear that they may need to come up with a secondary idea to complete the look they are going for. In certain cases, you may even have to suggest different textures based on what your wholesaler has to offer. When in doubt refer to point number one: Order ahead as far as possible. When you have a client coming in for an event, stress

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that it will be easier to meet their needs the sooner the order goes in so that the flowers are easier to acquire.

The biggest key to this entire process is making sure you stay in communication with your wholesalers. Check your emails, ask to be added to availability and special deal alerts. Making sure you keep open lines of communication will help keep you up to date in the order process and any potential delays that can come up. This way, if a problem arises you have enough time to reach out to clients and make any needed changes to get the product in their hands.

The future may be ever changing, but if we stick together and stay in touch we can continue to thrive together! ✿



## WUMFA EDUCATION

## INDUSTRY INFO

## WUMFA Education Classes

## Creating a Story

Scratching your head about 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. Required tools: design knife, bunch cutter, wire cutters, and needle nosed pliers.

**Thursday, October 22, 2020**  
**Instructor: Lisa Belisle, AIFD, CF**  
 6:00 p.m. - 8:00 p.m.  
 Krueger Wholesale, 10706 Tesch Lane,  
 Rothschild, WI

**Wednesday, October 28, 2020**  
**Instructor: Lisa Belisle, AIFD, CF**  
 6:00 p.m. - 8:00 p.m.  
 Kennicott Brothers, 4831 W State St,  
 Milwaukee, WI

**WUMFA member price \$35 Non-Member price \$55.**  
 REGISTER ONLINE: <https://www.wumfa.org> (Education tab)



## A Workshop On The Art Of Ikebana

Tired of the hustle and bustle? How about engaging in a refreshing Ikebana Workshop? Ikebana is the Japanese art of flower arranging. The Ikebana tradition dates back to the 16th century monks from the Buddhist temples. The Ichiyo School of Ikebana believes: To encourage participants personal and discipline interpretation in which nature and humanity are brought together. In addition to this thought, silence while creating your arrangement is key to obtaining tranquility. At this workshop each participant will learn the brief history, important principles to their own Moribana Upright Form arrangement. Each participant will make one fall design that includes: A container, a Kenzan (frog) and plant materials. Please bring a floral scissors, a rag and a flat box slightly larger than 15" by 15" and 2" or less in height. Limited to first 15 students.



**Wednesday, September 30, 2020**

**Instructor: Laurie A. Wareham,**  
**Certified Ichiyo Instructor and Ichiyo Master**

**6:00 p.m. - 8:00 p.m.**

**Kennicott Brothers, 4831 W State St, Milwaukee, WI**

**WUMFA member price \$40 Non-Member price \$60**

Registration: Please contact Cindy Ching, AIFD, CF at the WUMFA Office:  
 (517) 253-7730, [cindy@greatlakesfloralassociation.org](mailto:cindy@greatlakesfloralassociation.org)



## Welcome New WUMFA Member!

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## Industry Info

International Floral Expo  
Rescheduled for September 2021

The 2020 edition of the International Floriculture Expo has been cancelled and re-scheduled for September 15-17, 2021 in Miami Beach, Florida. Despite some re-opening measures nationally and locally, uncertainties made it impossible to hold an event that would provide an experience our floral community would find valuable, according to the IFE.

Study Shows Flowers  
Affect Brain Activity

Japan's National Agriculture and Food Research Organization (NARO) had demonstrated that viewing a flower image affects the brain activity and thereby induces psychological and physiological reaction which supports recovery from psychological stress.

The experiment put the subject group under a visual stress followed by showing a typical flower image which led to down regulation of negative emotions and decrease in elevated blood pressure and cortisol levels. Through this research, the mechanism of viewing flowers to reduce human stress was explained scientifically using psychology, physiology and neuroimaging techniques.

Endowment Helps with  
Career Opportunities

The American Floral Endowment has created a platform and resource to keep employees and job seekers connected specifically within the floral industry, while also providing career development resources. The AFE Career Center provides a platform that offers employers easy-to-use functionality to attract, screen, and manage applicants and job seekers can search for and receive alerts about open positions that match their skills. Go to [AFEcareercenter.com](http://AFEcareercenter.com) for further information.

Flower Spectacular  
at Royal Wedding

The royal wedding of Princess Beatrice and Edoardo Mapelli Mozzi was highlighted by a spectacular display of flowers created by Dutch designer Rob Van Helden.

The floral arch covering the Royal Chapel of All Saints at Windsor was made of hundreds of tumbling peach, pink and ivory roses, the palest pink hydrangeas, trailing jasmine and fluffy pink astilbe, plus foliage collected from Windsor Great Park. The arch took twelve hours to assemble.

Van Helden's sister, Patrice, was responsible for Beatrice's bouquet of trailing jasmine, pale pink and cream sweet peas, royal porcelain ivory spray roses, Pink O'Hara garden roses, pink wax flower and baby pink astilbe. As is tradition for royal brides, Beatrice's bouquet included sprigs of myrtle, taken from a bush planted by Queen Victoria, at Osborne House, on the Isle of Wight.



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# Fantastic Education Sessions!



## 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 written test and 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. 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.

## 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](http://www.greatlakesfloraassociation.org) (Michigan Floral Foundation Tab).



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