



# GreatLakesFloral ASSOCIATION

## Board of Directors

### President

Jerome Raska AAF, AIFD, CF, PFCI  
Blumz by JRDesigns  
Ferndale, Detroit, MI

### Vice President

Janice Curran  
Teleflora, LLC  
Grand Rapids, MI

### Treasurer

Tim Galea  
Norton's Flowers & Gifts  
Ypsilanti, Ann Arbor, MI

### Immediate Past President

Bob Patterson, CF  
Patterson's Flowers  
Big Rapids, Reed City, Cadillac, MI

### Executive Vice President/CEO

Rodney Crittenden  
Great Lakes Floral Association  
Haslett, MI

### Directors At Large

Janice Curran  
Teleflora, LLC  
Grand Rapids, MI

### Bob Patterson, CF

Patterson's Flowers  
Big Rapids, Reed City, Cadillac, MI

### Allison Ludema

Ludema's Floral & Garden  
Grand Rapids, MI

### Regional Directors

Jerome Raska AAF, AIFD, CF, PFCI - Region 1  
Blumz by JRDesigns  
Ferndale, Detroit, MI

### Tim Galea - Region 2

Norton's Flowers & Gifts  
Ypsilanti, Ann Arbor, MI

### Teresa Cytlak - Region 3

Ridgeway Floral  
Three Rivers, MI

### Skeeter Parkhouse - Region 4

Wasserman's Flowers & Gifts  
Muskegon, MI

### Elizabeth Ballien - Region 5

Gaudreau the Florist, Ltd  
Saginaw, MI

### Tim Timinski - Region 6

FloraCraft Corporation  
Ludington, MI

### Michelle Herr - Region 7

Banner Flower House  
Kokomo, IN

PO Box 67

1152 Haslett Rd.

Haslett, MI 48840

PH: (517) 575-0110

FX: (517) 575-0115

[www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org)

## Make this the year you invest in a Great Lakes Floral Association Partnership

For over one hundred years the Great Lakes Floral Association has strived to offer its members the industry's absolute best in floral education, networking, and money-making/money-saving programs and opportunities.

To help sustain that effort, I invite you to partner with the GLFA today, and support a terrific organization that supports you!

### The Great Lakes Floral Association proudly offers you:

- **The Great Lakes Floral & Event Expo** – “Petaling Into the Future”; the Annual Convention & Centennial Celebration is March 5-7, 2021 - truly, one of the best in the country!
- **The “Hugs & Smiles” Consumer Marketing Campaign!** Over \$40,000 invested to helping you grow your business.
- **Professional Education Center** – Year-round educational opportunities for you and your employees.
- **The Professional Florist magazine** – Weddings, Sympathy, Events, Design Tips and more in every bi-monthly issue.
- **Certified Florist (CF)** - Nationally recognized certification program
- **Scholarships** – Scholarship dollars are available.  
Go to [www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org)
- **Professionally Staffed Office** - Providing professional leadership and educational opportunities to the floral industry.
- **“Find-A-Florist” on the GLFA website [www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org)** - Powered by Google Maps, increasing your ranking in all Google searches, and driving consumers to your business 24/7/365.
- **Unmatched Credit Card Processing rates** - Call for a quote today.
- **MEMBERS ONLY** – **Special, discounted pricing on GLFA events.**
- **Insurance Savings** – **This is big!** Save on workman's comp, business, auto, personal & health insurance. Call Rod at the office today and request a quote!

**All this for only \$.75 - \$1.71 per day, based on your annual gross sales.**

Belonging to GLFA supports your industry by providing a unified voice in governmental affairs, offers networking opportunities with fellow floral professionals, and helps promote your business on today's many social media sites.

You may pay by company check, money order, or credit card. Simply fill out the application on the reverse side and return to the office or call (517) 575-0110.

Sincerely,

Jerome Raska, AFF, AIFD, CF, PFCI

President

Great Lakes Floral Association

**Mission Statement:** To provide education and professional partnerships to advance the industry and position our colleagues at the forefront of the floral industry



*GreatLakesFloral*  
**A S S O C I A T I O N**  
**Membership Application**

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

State Sales Tax ID # \_\_\_\_\_ (required for Active Membership)

**How would you prefer to receive official Association election info/ballots?** \_\_\_\_\_ USPS \_\_\_\_\_ email (check one)

Please determine whether you qualify to join as an **Active** or an **Associate** member. (GLFEE)

**Active Member Requirements:** *An **Active member** must be a registered, established business operating in the floral industry. Active members are eligible to vote for elected GLFA representatives, use all GLFA services, receive member pricing on all Association functions, receive the informative Professional Florist magazine\* and all other mailings.*

**Active Membership Annual Fees:** Based on the annual gross sales of your business. (Check one)

\_\_\_\_\_ \$0 to \$499,000.....\$275.00      \_\_\_\_\_ \$1 million to \$299,999,999 .....\$525.00  
 \_\_\_\_\_ \$500,000 to \$999,999...\$425.00      \_\_\_\_\_ \$3 million & over .....\$625.00

**Active Membership Classification:** Please indicate which of the following applies to your business.

_____ Retailer	_____ Grower	_____ Service Provider
_____ Wholesaler	_____ Supplier	_____ Floral School
_____ Event Specialist	_____ Sales/Manufactures Rep	_____ Garden Center
_____ Freelance Designer	_____ Mass Market/Super	_____ Other

**Associate Membership Requirements:** *An **Associate Membership** may be held by **students or teachers** of floriculture and ornamental horticulture. Associate members receive member pricing on all Association functions, the informative Professional Florist magazine\*, and all other mailings, but are **NOT** eligible to vote or hold elective office in the association.*

**Associate Membership Annual Fee:** (Check one)

\_\_\_\_\_ **Teacher**.....\$175.00      \_\_\_\_\_ **Student**.....\$75.00  
*Students must include a photocopy of current valid student ID card or confirmation letter from instructor.*

**Total Due:** \$ \_\_\_\_\_

**Method of Payment:** \_\_\_\_\_ Check \_\_\_\_\_ Visa \_\_\_\_\_ MC \_\_\_\_\_ AE \_\_\_\_\_ DC

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Address \_\_\_\_\_ Zip Code \_\_\_\_\_

Signature \_\_\_\_\_

**Please mail or fax application to:**  
 Great Lakes Floral Association - PO Box 67, Haslett, MI 48840  
 Phone (517) 575-0110 Fax (517) 575-0115