

A World of Flowers

BY HOLLY HAVEMAN CF, KENNEDY'S FLOWERS & GIFTS AND GLFEE 2024 CHAIR



Mark your calendars for March 1-3, 2024! You won't want to miss the opportunity to join us at this year's Great Lakes Floral and Events Expo (GLFEE) - where creativity blossoms and inspiration flourishes! Let your passion for flowers bloom as we cultivate knowledge, share insights, and celebrate the artistry of floristry together. This year's theme is "A World of Flowers" and you will be delighted by flowers and designers from around the world. Come network with industry leaders, elevate your brand presence, and learn how to position your business at the forefront of the blooming floral market. Immerse yourself in hands-on workshops, learn the latest techniques, and harness your productivity to make money with innovative and easy design trends. This convention is fantastic for

flower lovers of all levels, from seasoned owners to budding designers. Include your entire team, and you will blossom together! After all, embracing a mindset of continuous learning opens doors to new perspectives, skills and opportunities. Tap into all that is offered and challenge yourself to come away with at least one new floral friend in the industry. And if you really want to get involved, raise your hand to volunteer a bit behind the scenes! These conventions aren't just about acquiring knowledge, they are the beginning of a transformative journey which empowers you to learn, grow, lead, and thrive! Visit www.glfee.com to learn the specifics and to register. Can't wait to see you there! *

GLFEE PRESENTERS



DOUG BATES AIFD, CF, CFD



ELLIE LAFEVER, PFCI



MICHELLE SOUPLEY AIFD, CFD



ACE BERRY AIFD, CFD, PFCI, TMF



SHIRLEY LYONS AAF, PFCI



ANDREW STINSON AIFD, CFD, PFCI



STEPHANIE BRADY PMP



DERRICK P. MYERS CPA, CFP



CINDY TOLE AIFD, CFD



DEBORAH DE LA FLOR AIFD, CFD, PFCI



BOB NEGEN



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ALEJANDRO FIGUEIRA FERNANDES AIFD, CFD, PFCI



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RENATO CRUZ SOGUECO AAF, PFCI

Read full bios at
www.glfee.com

GLFEE SPONSORS

Great Lakes Floral &
Event Expo 2024 Issue
March 1-3, 2024



THANK YOU TO OUR 2024 EVENT SPONSORS!

The Great Lakes Floral Association would like to extend our gratitude to the many wholesalers, suppliers and service providers who support the association and its many initiatives throughout the year. Without their continued financial and product support, events like the Great Lakes Floral & Event Expo would not be possible.

A special thank you to our GLFEE sponsors listed below. Please show your support by visiting with them at the Trade Show, attending the programs they have sponsored, and by using their products and services.

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Great Lakes Floral &
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FRIDAY, MARCH 1 GLFEE ALL DAY SESSIONS

*ALL-DAY BUSINESS SESSION: WORKING SMARTER...A FULL DAY'S JOURNEY WILL HELP YOU MAP SUCCESS IN 2024

This all-day business session will give you the tools and inspiration you need to keep your business growing and profitable in the years to come.

The Day begins by exploring the topic of: "Turning Flowers into Dollars"

Delve into the "dark side" of the floral business.... The numbers! We'll examine financial statements, their structure, and how they should be set up to provide the most information, and analyze your shop to determine what areas of your business need improvement.

Next you will venture into: "The Dream Florist"

Every florist dreams of the perfect flower shop. In this session you will learn management techniques that can get you and your employees all working towards the same vision. Learn to set

goals for yourself and your staff that can make your dreams a reality.

Your adventure will end with the solid lessons focusing on: "Pricing for Profits"

Controlling cost of goods sold is one of the most difficult jobs of the florist. In this session we will look at some of the most common pricing strategies and analyze their effectiveness.

Don't miss this chance to spend the day with Derrick Myers, one of our industry's smartest men. You won't be sorry; you'll leave invigorated and with the tools you'll need to make 2024 your most successful year yet!

SPONSORED BY: Crockett, Myers and Associates

PRESENTED BY: Derrick Myers CPA, CFP

9:30 a.m. - 4:30 p.m. | River Overlook E/F
*Additional fee applies.



SIGN UP EARLY!
Save your spot in these all day sessions!

*ALL-DAY HANDS ON WORKSHOP: THE BUSINESS OF CREATIVITY

This workshop addresses both the (Creative) designer and owner mentality. Rene will discuss and demonstrate best practices for today's floral industry environment. Optimum product mixes, design options and skill short-cuts are all addressed in this high-paced class, including a 5 minute-or-less floral design. High-style design, European design concepts, everyday hand-tied bouquet techniques and packaging are all part of this class. ***Additional fee applies. Bring your tools.**

*HANDS ON WORKSHOP: FFA: CF PREP: FAIRY BOUQUET

Come learn how to bring the magic of flowers together and create your own spring hand-tied bouquet with techniques that will transfer to every season.

SPONSORED BY: DWF Flint

PRESENTED BY: Cara Knapp CF

7:00 p.m. - 8:00 p.m. River Overlook A/B

*Additional fees apply. Bring your tools.



BUSINESS SESSION: LEARN HOW PETAL IT FORWARD!

There's no better way to demonstrate the joy of giving and receiving flowers than to empower people to do just that. That's the idea behind the Society of American Florists' annual goodwill initiative, Petal It Forward. The one-day event, held each year the third Wednesday in October, asks floral professionals from all over the world to give passersby two bouquets — one for the recipient to keep and one for them to give away. In this session, Stephanie Brady shares tips from Petal It Forward veterans for partnering with wholesalers and suppliers and getting media coverage and easy hacks for pulling off a successful event.



SPONSORED BY: Society of American Florist

PRESENTED BY: Stephanie Brady PMP

7:00 p.m. - 8:00 p.m. River Overlook E/F

FRIDAY NIGHT MIXER

Mix and mingle with fellow GLFEE attendees from 8:00pm - 10:00pm. We'll have fun and games accompanied by a playlist that will get your heart and soul pumping. They'll be chances to win a drink from the cash bar all while enjoying some delicious pizza and creating new connections!

SPONSORED BY:
DWF Flint

8:00 p.m. - 10:00 p.m.
River Overlook Foyer



GLFEE SATURDAY SESSION DETAILS

KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows

(Pink)

***Additional fee applies**

SATURDAY, MARCH 2

*Hands on Workshop: Midnight Foam is in the "Know"

Presented by: Alejandro Figueria Fernandes AIFD, CFD, PFCI

Sponsored by: BloomNet

8:00 a.m. – 10:00 a.m. River Overlook A

Alejandro Figueria AIFD, CFD is an expert at incorporating midnight foam into event design. Join him while he shares great tips on using midnight foam exposed for clean, updated, and modern designs. Smither's great new "Know" foam campaign will help settle your mind as you "Know" more about all types of foam products as we enter into the world of sustainability.

*** Additional Fees Apply, Bring Your Tools.**



*Hands on Workshop: Elegant Accents: The Art of Corsage & Pocket Square Crafting

Presented by: Michelle Soupley AIFD, CFD

Sponsored by: DWF Flint

8:00 a.m. – 10:00 a.m. River Overlook B

This immersive workshop will delve into the art of creating stunning corsages. Learn the delicate balance of selecting blooms, arranging them harmoniously with on trend accessories. In this class you will make a wrist corsage and pocket square.

*** Additional Fees Apply, Bring Your Tools.**



*Hands on Workshop: "Brand Practice"

Presented by: Derek Woodruff AAF, AIFD, CF, CFD, PFCI

Sponsored by: Syndicate Sales

8:00 a.m. – 10:00 a.m. River Overlook C

In this hands-on design workshop, you'll flex your "Brand" NEW muscles and create a modern arrangement from start to finish using new philosophies in modern floral design such as: Modern mechanics, unusual color palettes, and new and efficient design practices.

*** Additional Fees Apply, Bring Your Tools.**



Main Stage Design Show: Modus Operandi

Presented by: Jerome Raska AAF, AIFD, CF, CFD, PFCI

Sponsored by: AIFD North Central Chapter

9:00 a.m. – 10:00 a.m. Steelcase Ballroom A

Are you a floral designer whose goal is to master the combination of principles, elements, and ultimate creativity of your craft? Maybe you are a seasoned designer and are looking to hone your skills or perhaps you have successfully completed your CF and are wondering what's next? In this dynamic panel, you'll learn about the path to AIFD as well as the benefits of being involved in this prestigious association through the lens of designers who have either made the journey, are fresh on the scene or are on the path. Additionally, you'll be inspired and educated on how to hone these techniques in your store or studio in a practical manner that's profitable.



Business Session: Treat Your Business Like Your Car!

Presented by: Shirley Lyons

Sponsored by: Great Lakes Floral Foundation

9:00 a.m. – 10:00 a.m. River Overlook E

The same is true for your floral business? Learn what you need in your "owners manual" to keep your business running smoothly now and be ready to sell at the best price when the day comes.

- Routine Maintenance/inside and out with a proper "systems" manual
- Tune it up/Clean it/ Get out the shop vac: financially & physically
- Lube and Oil with Solid Financials with "regular maintenance" -
- Beef up the Engine with leadership/management skills and training



Business Session: "Using your Financial Statements to Make More Money"

Presented by: Derrick Myers CPA, CFP

Sponsored by: Crockett, Myers and Associates

9:00 a.m. – 10:00 a.m. River Overlook F

Business owners should have access to regular "financial statements" which include a Balance Sheet, an Income Statement and a Cash Flow Statement. Learn how to read, understand, and use these statements to focus your energy, reduce cost, improve cash flow and make more money without increasing your sales.



Main Stage Design Show: Designer of the Year Run Off!

Presented by: Jerome Raska AAF, AIFD, CF, CFD, PFCI & Libbie Deering CF - Sponsored by: CalFlowers & FloraCraft

10:15 a.m. – 11:00 a.m. Steelcase Ballroom A

One of the most exciting events at the Expo is the Designer of the Year contest. Five outstanding floral designers from the Professional Division will compete for the title using identical materials.



Business Session: What's Your Leadership Style?

Presented by: Lori Wilson PFCI and Ellie LaFever PFCI

Sponsored by: Flower Clique

10:30 a.m. – 11:30 a.m. River Overlook E

To be a successful leader, you must first understand yourself. Life places inner and outer expectations on each one of us. And we all respond differently, depending on our natural tendencies to either "meet" or "resist" these expectations. Our responses impact the way in which we work and live, whether we thrive or fail, and have peace or conflict. Discover the tendencies of yourself and your team, with clues into what makes people tick and ways to use this to your advantage.



Business Session: Stand Out! Uniqueness Is Your Competitive Advantage

Presented by: Bob Negan

Sponsored by: Whiz Bang

10:30 a.m. – 11:30 a.m. River Overlook F

The biggest drivers of retail success are no longer location, location, location.... They are originality, adaptability, and creativity! Here, in this thought-provoking program, you'll learn how to develop an amazing customer experience infused with the deep authenticity your customers crave.



Main Stage Design Show: "Bloomed in Love"

Presented by: Cindy Tole AIFD, CFD, PFCI

Sponsored by: Teleflora

11:30 a.m. – 12:30 p.m. Steelcase Ballroom A

Every bride has a unique personality and a special vibe that is all her own. She will find that perfect dress! We will complete her amazing wedding day vision with the perfect bouquet! Join us for "Bloomed in Love" as we create one-of-a-kind wedding bouquets with beautiful blooms that your brides will fall in love with!





GLFEE SATURDAY / SUNDAY SESSION DETAILS

SATURDAY, MARCH 2 (CONT.)

Main Stage Design Show: Elevating Everyday Floral Artistry for Profit

Presented by: Doug Bates AIFD, CF, CFD

Sponsored by: FloristWare

1:00 p.m. – 2:00 p.m. Steelcase Ballroom A

Have you ever thought that elements and principles of floral design were only for design contests and main stage presentations? And you struggle translating the incredible designs you see at Expo into your everyday work? This refresher on the elements & principles of design, seen through the lens of FMF research (Floral Marketing Fund research), will show you how to increase perceived value and profits without increasing your costs.



Business Session: Why is Sustainability Blooming?

Presented by: Renato Sogueco AAF, PFCF and Jackie Lacey AAF, AIFD, CFD, PFCF

Sponsored by: BloomNet

1:00 p.m. – 2:00 p.m. River Overlook E

We see this new buzz word Sustainability growing in popularity. Why does it matter? Why should I take notice? Is it going to be another "Green" trend that just withers away? Join us as we look at the best sustainability practices based on the AFE/FMF (American Floral Endowment / Floral Marketing Fund) sustainability study results and why it should matter to you.



Business Session: Camera, Canva, Cash: The recipe for Flourishing Online

Presented by: Lori Wilson PFCF and Ellie LaFever PFCF

Sponsored by: Flower Clique

1:00 p.m. – 2:00 p.m. River Overlook F

Join Ellie & Lori for an engaging and informative class that will empower you with the essential skills to enhance your e-commerce photography and effectively harness the power of Canva to create visually stunning and professional graphics for your floral business. Beginners welcomed!



Main Stage Design Show: Floral Event Elegance with Sandy Schroeck

Presented by: Sandy Schroeck AIFD, CFD, PFCF

Sponsored by: Smithers Oasis Company

2:30 p.m. – 3:30 p.m. Steelcase Ballroom A

Discover expert event installation tips and innovative floral designs using OASIS Floral Products. Whether you're a seasoned professional or a budding floral enthusiast, this program will inspire and educate, helping you create stunning arrangements that elevate any event. Unlock the secrets to transforming ordinary spaces into extraordinary floral elegance.



Business Session: Tired of Paying for All That Advertisin

Presented by: Shirley Lyons

Sponsored by: Great Lakes Floral Foundation

2:30 p.m. – 3:30 p.m. River Overlook E

Learn how to build your business through PR, basically for FREE! I did it- you can too. We'll identify ways to create "news hooks" in and for your business, create a 12-month (floral related) PR Plan and easily follow it along with Sample Press Releases for a variety of floral specific occasion not just -Valentines and Mother's Day.



Business Session: "Using your Financial Statements to Make More Money"

Presented by: Derrick Myers CPA, CFP

Sponsored by: Crockett, Myers and Associates

2:30 p.m. – 3:30 p.m. River Overlook F

Business owners should have access to regular "financial statements" which include a Balance Sheet, an Income Statement, and a Cash Flow Statement. Learn how to read, understand, and use these statements to focus your energy, reduce cost, improve cash flow and make more money without increasing your sales.



Business Session How to Find, Hire, and KEEP Great People

Presented by: Bob Negan

Sponsored by: Whiz Bang

4:00 p.m. – 5:00 p.m. River Overlook E

Creating your dream team is not "hire and hope." It's about mastering a proven process to get and keep the very best people. In this program, you will learn strategies and practices to build an amazing team, the kind of team that will make you the florist of choice in a world of infinite options.



Main Stage Design Show: Blooms Unveiled: Deborah's Retail Floristry Revelations

Presented by: Deborah De La Flora AIFD, PFCF

Sponsored by: FTD Inc.

4:30 p.m. – 5:30 p.m. Steelcase Ballroom A

In this captivating presentation, Deborah unveils a treasure trove of gorgeous floral designs tailored for your business. Immerse yourself in the artistry as she delves into the importance of elements, principles, color, and everything in between, offering insights that elevate your daily designs to new heights. Deborah will also explore the fascinating realm of designing for competitions, where creativity knows no bounds. Discover the secrets behind creating stunning arrangements that captivate the judges, including the importance of good, clean mechanics.



SUNDAY, MARCH 3

*Hands on Workshop: Hand-tied basics: Bridal Bouquets from Basic to Bountiful

Presented by: Lisa VanderMeer CF

Sponsored by: Mayesh

8:00 a.m. – 10:00 a.m. River Overlook A

Learn the basics of creating a bridal bouquet using the hand-tie technique. By mastering the hand-tie technique designers can create bridal and wedding party bouquets from basic and structured to bountiful and loose, no special mechanics required. Attendees will learn tips and tricks for fast efficient production and will create a two-step hand-tie bridal bouquet showing how the same technique can produce different results.

*** Additional Fees Apply, Bring Your Tools.**



*Hands on Workshop: Event Elegance: Crafting Elevated foliage Centerpieces with Smithers Oasis

Presented by: Sandy Schroeck AIFD, PFCF

Sponsored by: Smithers Oasis Company

8:00 a.m. – 10:00 a.m. River Overlook B

Join our immersive hands-on class where you'll create exquisite elevated floral centerpiece using lush foliage exclusively within the innovative event saddle by Smithers Oasis. Explore the art of greenery arrangement and elevated your design skills in this unique workshop, perfect for both beginners and seasoned florists alike.

*** Additional Fees Apply, Bring Your Tools.**



GLFEE SUNDAY / MONDAY SESSION

KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows

(Pink)

***Additional fee applies**

*Hands on Workshop: Elements and Principles for PROFITABLE Sympathy

Presented by: Doug Bates AIFD, CF, CFD

Sponsored by: FloristWare

8:00 a.m. – 10:00 a.m. River Overlook C

Join our sympathy floral design class, where compassion meets creativity. In this hands-on workshop, we'll guide you through the art of expressing empathy through flowers, while emphasizing the fundamental elements and principles of design. You'll create arrangements that not only soothe the soul but also reflect a deep understanding of safeguarding profitability, even while providing fabulous product.

*** Additional Fees Apply, Bring Your Tools.**



Business Session: Treat Your Business Like Your Car!

Presented by: Shirley Lyons

Sponsored by: Great Lakes Floral Foundation

9:30a.m. – 10:30 a.m. River Overlook E

(Repeat Session: See Saturday 9:00am)



Business Session: What's Your Leadership Style?

Presented by: Lori Wilson PFCI and Ellie LaFever PFCI

Sponsored by: Flower Clique

9:30a.m. – 10:30 a.m. River Overlook F

(Repeat Session: See Saturday 10:30am)



Main Stage Design Show: Maintain to Sustain: Statements to Events

Presented by: Alejandro Figueroa Fernandes AIFD, CFD, PFCI

Sponsored by: BloomNet

10:00 a.m. – 11:00 a.m. Steelcase Ballroom A

Maintaining your brand in an industry that continues to change focus with the changing trends, can be a challenge. Add in the growing consumer trend of working with a sustainable business and it gets even more challenging.

Alejandro is not only a great designer with a modern flair but can also show you how to market sustainable practices to help you maintain your brand and grow your audience through social marketing. Join Alejandro on this look at sustainable options for statement and event design in today's market.



Main Stage Design Show: "The Business of Creativity"

Presented by: Rene Van Rems AIFD, CFD

Sponsored by: World Flower Council, and

Great Lakes Floral Foundation

1:00 p.m. – 2:00 p.m. Steelcase Ballroom A

Let Amsterdam born master-designer, author and style guy, Rene Van Rems, AIFD, take you on a refresher tour of relevancy in floral retailing from a design perspective. He will cover tips and tricks for profitable design business strategies that will create a stronger signature style brand. Learn about Euro-style hand-tied bouquets, "labor saving" every-day floral designs, and short cuts in event design work.



Business Session: Tired of Paying for All That Advertising??

Presented by: Shirley Lyons

Sponsored by: Great Lakes Floral Foundation

1:00 p.m. – 2:00 p.m. River Overlook E

(Repeat Session: See Saturday 2:30pm)



Business Session: Why is Sustainability Blooming?

Presented by: Renato Sogueco AAF, PFCI and Jackie Lacey AAF, AIFD, CFD, PFCI

Sponsored by: BloomNet

1:00 p.m. – 2:00 p.m. River Overlook F

(Repeat Session: See Saturday 1:00pm)



Main Stage Design Show: "If It Don't Make Dollars, It Don't Make Sense."

Presented by: Ace Berry AIFD, PFCI, TMF

Sponsored by: Flower Shop Network

2:30 p.m. – 3:30 p.m. Steelcase Ballroom A

Step behind the scenes of a bustling floral shop in our captivating stage program. Join us as we unveil the daily struggles faced by dedicated florists and the ingenious ways, they overcome challenges to create breathtaking arrangements. This program isn't just about the challenges, it's also a celebration of the beauty and artistry that bloom from adversity. You'll witness awe inspiring floral arrangements, hear success stories, and even gain practical insights into flower care and arrangement techniques.



Business Session: Camera, Canva, Cash: The recipe for Flourishing Online

Presented by: Lori Wilson PFCI and Ellie LaFever PFCI

Sponsored by: Flower Clique

2:30 p.m. – 3:30 p.m. River Overlook E

(Repeat Session: See Saturday 1:00pm)



Business Session: Foundations for Building Healthy Relationships

Presented by: Dr. Breigh Jones-Coplin

Sponsored by: Syndicate Sales

2:30 p.m. – 3:30 p.m. River Overlook F

Are you a people pleaser-or have a colleague who is? Do you dislike group projects, or get anxious when people don't respond to emails? These behaviors are driven by your "attachment style" which influences how you show up not only in personal relationships but also in relationships with coworkers, bosses, suppliers, and others. In this interactive session, discover your attachment style and how to identify that of others so you have the tools to create healthy relationships.



MONDAY, MARCH 4, 2024

*Hands on Workshop: Floral Wearables in the World of Photography and Marketing

Presented by: Ace Berry AIFD, PFCI, TMF

Sponsored by: Flower Shop Network

9:30 a.m. – 4:30 p.m. DeVos Place Monroe A

Unlock your creativity in our Floral Wearables Design class! Immerse yourself in the art of crafting stunning and sellable floral accessories that go beyond traditional arrangements. From enchanting flower crowns to elegant floral jewelry, boas and beards, discover the secrets of transforming blooms into wearable masterpieces. Explore the intersection of floral design, photography, and marketing as you learn how these captivating wearables can elevate visual storytelling and enhance brand aesthetics. Join us and blossom into a designer who not only creates beauty but also understands the power of floral wearables in the world of photography and marketing.

*** Additional Fees Apply, Bring Your Tools.**



NEW
ALL DAY MONDAY
WORKSHOP!
Don't miss this!



Great Lakes Floral &
Event Expo 2024 Issue
March 1-3, 2024

GLFEE SPECIAL EVENTS

FRIDAY

Friday Night Mixer

Friday, March 1 • 8:00 p.m. - 10:00 p.m.

River Overlook Foyer • Sponsored by DWF Flint



Mix and mingle with fellow GLFEE attendees from 8:00pm – 10:00pm. We'll have fun and games accompanied by a playlist that will get your heart and soul pumping. They'll be chances to win a drink from the cash bar all while enjoying some delicious pizza and creating new connections!

SATURDAY

Recognition Reception and Banquet:



Saturday, March 2

6:00-7:00 p.m. Reception in Trade Show Open to all attendees,
Cash Bar

Enjoy a drink with some cheese and crackers and get a professional head shot taken while networking with friends at the reception before the Banquet! "Do you hate having your portrait taken? If so, we have the photographer you've been waiting for, Russ Climie from Tiberius Images. For nearly 20 years he has helped those that hate having their photo taken look confident and feel comfortable in front of the camera. He even guarantees that the next photo he takes of you will be your favorite!"

Sponsored by: Experience Grand Rapids



7:00 p.m. Banquet Steelcase Ballroom A

Embark on a floral journey at GLFEE's "A World of Flowers" banquet dinner. Immerse yourself in the vibrant colors and delicate fragrances of blooms and design styles from around the world as you join us for networking, industry awards, CF inductions, and

a delicious dinner celebration. RSVP to be captivated by the beauty of a world where flowers take center stage.

Petals of Progress: Insights on the State of the Industry

Society of American Florists CEO Kate Penn kicks off the awards dinner with a recap of the state of the floral industry: What are our biggest challenges? Where are the most promising opportunities? And what floral industry businesses who are growing all have in common? Get insight and perspective you can use in your own business as you navigate 2024 and beyond.

***Additional fee applies unless you register with a weekend Value Pass**



SATURDAY

The Grill Lunch

Saturday, March 2

10:30 a.m. - 2:30 p.m.

Cash & Carry Lunch Option

The Grille offers choices of freshly grilled all beef hot dogs, Johnsonville brat, basil pesto chicken sandwich, Cajun chicken sandwich, side options of chips, fruit and beverages.

SUNDAY

Sunday Luncheon and Annual Meeting



Sunday, March 3 • 12:00 p.m. - 12:45 p.m.

This is a time for all of us to come together as an industry and share a meal. There is no charge for the luncheon as it is included in your registration to attend the Expo. During lunch you'll hear from Association and Foundation leadership about what's going on. Followed by an inspirational keynote, Soil to Self: Nurturing Growth, Empowerment, and Blossoming our Roots presented by Dr. Breigh Jones-Coplin. Dr. Breigh Jones-Coplin will use the life of flowers to help illustrate the power of embracing authenticity and sustaining personal growth through mindfulness and self-care, unlocking the keys to lasting growth and self-exploration.

Sponsored by: Syndicate Sales

Lunch is included in your registration.

Please check box on registration form if you plan to attend.

ALL WEEKEND

Silent Auction

It's an experience! Gift baskets with delicious items, win a Prom or Mother's Day Survival Kit filled with everything a florist needs to get through the hardest days of year. The Silent Auction is for any type of items like wine and dine your dinner guests, to concert and sporting events tickets. Bid on a Designer for a Day. Imagine having your own presentation by a professional floral consultant or designer in your shop for the day. The Silent Auction Committee is now taking donations. Please visit www.glfee.com to download a donation form or call the GLFA office at (517) 575-0110.

AIFD® Awareness:

North Central AIFD® Chapter members will showcase their talents with blooming displays located at the end of the Amway Walkway on the second floor.



GLFEE TRADE SHOW

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GLFEE Trade Show:

Where connections are made and relationships blossom!

Did you know that the GLFEE has the biggest and best trade expo of any regional floral convention? This year the trade expo will be packed with exhibitors – both returning favorites and new first-time vendors. It is a singular opportunity to meet with your existing suppliers, give them your feedback and ask questions while also discovering new companies as they present the latest in fresh varieties, hard goods, and services. You can also save money by taking advantage of special offers and GLFEE discounts only available on the show floor. In addition, you can earn chances to win outstanding prizes in a new and improved passport contest and our best giveaway ever.



Save the Date for the Society of American Florists' 2024 Premiere Events | safnow.org/events



FEB. 25-27, 2024 | SAN DIEGO, CA

GROW. CONNECT. LEAD.

DoubleTree by Hilton
San Diego Mission Valley



TUESDAY, JUNE 11



2024 AUGUST 6-9
139th Annual Convention



JW Marriott Miami Turnberry Resort & Spa



2024 GLFA Annual Design Contest

Great Lakes Floral & Event Expo Friday,
March 1, 2024



The Great Lakes Floral Association's Design Contest is one of the most prestigious contests in the nation. Make 2024 the year you enter and rate your talents with your peers.



Win prize money for
each category!

Get recognition in the
Professional Florist Magazine!

Receive insight and feedback
from professional
evaluators!

Blossom Odyssey: A World of Flowers

An exhilarating design contest that celebrates the beauty and diversity of floral and floral creations from around the world. This competition invites passionate designers to create floral designs inspired by a world filled with flowers. The objective of this contest is to create unique and visually stunning floral designs that transport viewers into an enchanting world of blossoms.

Student Division (High School Level)

Theme: A Welcoming Exchange

Create a beautiful hand-tied bouquet for your friend. You may use your choice of fresh flowers/foilage and design enhancing decor (including ribbon, wire, beads, etc...).

College / Professional Novice

Theme: The Blumen Bouquet

Create a romantic European hand tied bouquet in an armature that would be an appropriate gift for a first date, who does NOT like roses.

Professional Division

Theme 1: Tribal Spirit

Create a floral African mask to be worn as an entertaining theatrical device for a tribal dance performance. Bold, colorful, and visually exciting is the focus using any combination of artificial, fresh, or dried flowers and/or foliage and design enhancing decor such as paint, mosses, feather, beads, etc...

Theme 2: The Cultural Gateway

Design an international botanical piece for a Midwest front entrance/door using permanent and/or dried floral. Your design must include at least 1 flower that is native to the region chosen and should be the focal point of your design.

Theme 3: A Holiday Down Under

Create an authentic floral centerpiece celebrating Christmas in Australia. You must include but are not limited to a selection of fresh flowers and foliage that are native to Australia and include the design element of texture.

Theme 4: Surprise Package!

Design on the spot. You must enter all other professional themes to enter the Surprise Package on spot design competition, Friday evening March 1, 2024, at 5:00pm for ½ hour. All materials will be provided for contestants. Bring your tools for this competition!

The Academy Division

Theme: An International Fete

Create a stunning table scape celebrating an international feast of your choice.

INCREASED "\$\$\$" FOR WINNERS!

Prizes for Student, College/ Professional Novice and Professional Divisions

- 1st - \$125, Ribbon & Certificate
- 2nd - \$75, Ribbon & Certificate
- 3rd - \$50, Ribbon & Certificate
- All winners will be featured in a special article *The Professional Florist* magazine.

Prizes for Academy Exhibition

- \$300
- Winner's Plaque and name inscribed on a traveling honorary award.
- Featured contributor for five "Design Academy" articles in *The Professional Florist* magazine.
- The Great Lakes Floral Foundation will provide a \$1000 sponsorship to the winner of the Academy Division of the Design Contest to be used to help offset expenses to attend and represent the Great Lakes Floral Association in the SAF Sylvia Cup Design Contest. If the winner is unable to attend the sponsorship will be offered to the 1st runner up.

Register Online & Download the Official GLFA Design Contest Entry Packet at glfee.com (Design Contest tab)

For more information, contact Design Contest Chairperson Libbie Conley, CF at libbie72@aol.com or call (810) 599-2977

GLFEE SCHEDULE AT A GLANCE

COLOR KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows (Pink)

Trade Show – (Purple)

***Additional Fee Applies**

FRIDAY, MARCH 1, 2024

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Working Smarter...A Full Day's Journey will help you Map Success in 2024 w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook E/F
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: "The Business of Creativity" Hands on Master Class w/Rene Van Rems, Sponsored by: WFC & GLFF & Mayesh	River Overlook A/B
3:00 p.m. - 5:00 p.m.	Design Contest Registration - In partnership with FloraCraft & CalFlowers	Secchia Foyer
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student CF Prep: Fairy Bouquet w/Cara Knapp, Sponsored by: DWF	River Overlook A
7:00 p.m. - 8:00 p.m.	Business Session: Learn How Petal it Forward! w/Stephanie Brady, Sponsored by: Society of American Florists	River Overlook E/F
8:00 p.m. - 10:00 p.m.	Mix and Mingle Sponsored by: DWF	River Overlook Foyer

SATURDAY, MARCH 2, 2024

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: Midnight Foam is in the "Know" w/Alejandro Figueira Fernandes, Sponsored by: BloomNet	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: Elegant Accents: The Art of Corsage & Pocket Square Crafting w/Michelle Soupley, Sponsored by: Mayesh	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: "Brand Practice" w/Derek Woodruff, Sponsored by: Syndicate Sales	River Overlook C
9:00 a.m. - 10:00 a.m.	Main Stage Design Show: Modus Operandi w/Jerome Raska, Sponsored by: AIFD North Central Chapter	Steelcase Ballroom A
9:00 a.m. - 10:00 a.m.	Business Session: Treat your Business like your Car! w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
9:00 a.m. - 10:00 a.m.	Business Session: "Using your Financial Statements to Make More Money" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook F
10:00 a.m. - 5:30 p.m.	Silent Auction	Steelcase Ballroom A
10:00 a.m. - 4:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 10:30 a.m.	Visit Vendors	Steelcase Ballroom B
10:15 a.m. - 11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off w/Jerome Raska, Sponsored by: FloraCraft & CalFlowers	Steelcase Ballroom A
10:30 a.m. - 2:30 p.m.	"The Grille" for lunch (Cash & Carry)	Secchia Foyer
10:30 a.m. - 11:30 a.m.	Business Session: What's Your Leadership Style? w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook E
10:30 a.m. - 11:30 a.m.	Business Session: Stand Out! Uniqueness Is Your Competitive Advantage w/Bob Negan, Sponsored by: Whiz Bang	River Overlook F
11:00 a.m. - 11:30 a.m.	Visit Vendors	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: "Bloomed in Love" w/Cindy Tole, Sponsored by: Teleflora	Steelcase Ballroom A
12:00 p.m. - 12:30 p.m.	Owner/Manager Vendor Time	Steelcase Ballroom B
12:30 p.m. - 1:00 p.m.	Visit Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Elevating Everyday Floral Artistry for Profit w/Doug Bates, Sponsored by: FloristWare	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Why is Sustainability Blooming? w/Renato Sogueco & Jackie Lacey, Sponsored by: BloomNet	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Camera, Canva, Cash: The Recipe for Flourishing Online w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook F
2:00 p.m. - 2:30 p.m.	Visit Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Floral Event Elegance with Sandy Schroeck w/Sandy Schroeck, Sponsored by: Smithers Oasis	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Tired of Paying for all that Advertising? w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
2:30 p.m. - 3:30 p.m.	Business Session: "Using your Financial Statements to Make More Money" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook F
3:30 p.m. - 4:30 p.m.	Visit Vendors	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Business Session: How to Find, Hire, and KEEP Great People w/Bob Negan, Sponsored by: Whiz Bang	River Overlook E
4:30 p.m. - 5:30 p.m.	Main Stage Design Show: Blooms Unveiled: Deborah's Retail Floristry Revelations w/Deborah De La Flor, Sponsored by: FTD	Steelcase Ballroom A
6:00 p.m. - 7:00 p.m.	President's Reception (Trade Show floor)	Steelcase Ballroom B
7:15 p.m.	*Recognition and Awards Banquet	Steelcase Ballroom A
7:15pm - 7:30pm	Keynote: at Banquet: Petals of Progress: Insights on the State of the Industry w/Kate Penn, Sponsored by: Society of American Florists	

SUNDAY, MARCH 3, 2024

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: Hand-tied: Bridal Bouquets from Basic to Bountiful w/Lisa VandenMeer CF, Sponsored by: Mayesh	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: Event Centerpiece w/Sandy Schroeck, Sponsored by: Smithers Oasis	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: Elements and Principles for PROFITABLE Sympathy w/Doug Bates, Sponsored by: FloristWare	River Overlook C
9:30 a.m. - 10:30 a.m.	Business Session: Treat your Business like your Car! w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
9:30 a.m. - 10:30 a.m.	Business Session: What's Your Leadership Style? w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook F
10:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Maintain to Sustain: Statements to Events w/Alejandro Figueira Fernandes, Sponsored by: BloomNet	Steelcase Ballroom A
10:30 a.m. - 11:00 a.m.	Owner/Manager Vendor Time	Steelcase Ballroom B
11:00 a.m. - 12:00 p.m.	Visit Vendors	Steelcase Ballroom B
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Keynote: Soil to Self: Nurturing Growth, Empowerment, and Blossoming our Roots w/Dr. Breigh Jones-Coplin, Sponsored by: Syndicate Sales	Steelcase Ballroom A
12:45 p.m. - 1:00 p.m.	Visit Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: "The Business of Creativity" w/Rene Van Rems, Sponsored by: WFC & GLFF	Steelcase Ballroom A
2:00 p.m.	Silent Auction Closes	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Tired of Paying for all that Advertising? w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Why is Sustainability Blooming? w/Renato Sogueco & Jackie Lacey, Sponsored by: BloomNet	River Overlook F
2:00 p.m. - 2:30 p.m.	Visit Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: "If it Don't Make Dollars it Don't Make Sense" w/Ace Berry, Sponsored by: Flower Shop Network	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Camera, Canva, Cash: The Recipe for Flourishing Online w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook E
2:30 p.m. - 3:30 p.m.	Business Session: Foundations for Building Healthy Relationships w. Dr. Breigh Jones-Coplin, Sponsored by: Syndicate Sales	River Overlook F

MONDAY MARCH 4, 2024

9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: "Floral Wearables in the World of Photography and Marketing" w/Ace Berry, Sponsored by: Flower Shop Network	Monroe A DeVos Place
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Great Lakes Floral & Event Expo

DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL
Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503
Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503

March 1-3 2024

Limited seating is available for Design Workshops, and Saturday Evening Banquet. You will be contacted **ONLY** if the class or event is filled to capacity. **NO Confirmations will be sent.** To participate in the Design Workshops and other activities you **MUST** purchase a Flower Event Pass (four types available).

Save by registering your entire staff with the **WEEKEND SHOP FLOWER EVENT PASS** where all your employees can attend for one low price. (members only)!

REGISTER ONLINE at www.glflee.com

Call (517) 575-0110 with any questions.

Company Name:	Company Contact:
Address:	City:
Phone:	Fax:
E-mail:	Web Site:
Tax ID#:	

*Does not include any optional events!

Best Buy

Great Lakes Floral & Event Expo														
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Save by registering your entire staff with the WEEKEND SHOP FLOWER EVENT PASS where all your employees can attend for one low price. (members only)!														
Member before 1/31/24	\$75	\$150	\$175	\$220	\$270	\$850	OPTIONAL EVENTS							
Member 1/31/24 and after	\$85	\$170	\$195	\$245	\$300	\$950								
Non-Member before 1/31/24	\$90	\$225	\$275	\$355	\$430	N/A	Friday							
Non-Member 1/31/24 and after	\$100	\$250	\$305	\$395	\$480	N/A								
1							Saturday							
2														
3							Sunday							
4														
Attach an extra sheet if more room is needed							Monday							
ALL FEES ARE STRICTLY NON-REFUNDABLE.														
REGISTRATION TOTAL ➡							TOTAL EVENTS							

Use your Credit Card (circle one)



Credit Card #:

Expiration Date:

Security Code:

Name on Card:

Signature:

Address:

City/State/Zip:

Business Card and Tax ID required for registration.

Please enclose or attach to form **AND** be prepared to present at the door. After Monday, February 26, 2024, bring registration and payment to the Expo for onsite registration or register online at www.glflee.com

REGISTRATION FEES ARE NOT REFUNDABLE!

12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)

Mail to: Great Lakes Floral Association, P.O. Box 67, Haslett, MI 48840 or call 517-575-0110 for Faxing instructions.

REGISTER
ONLINE at
GLFEE.COM

Stay the Weekend!
HOTEL RESERVATIONS: Reserve rooms online at www.glflee.com. Special guaranteed rate of \$162.00 per night, single/double. Mention that you are with the Great Lakes Floral Association group block. Reservations must be made prior to 1/29/24.

The GLFA team is making every effort to keep our attendees safe. If you are not feeling well, or have had a recent exposure to COVID, please do not attend the event. We are recommending attendees follow the CDC guidelines during this event.