

Volume I 2016

the professional florist

Designing with a Contemporary Flair

Conventions ...They Are Important!

Bob Friese Inducted into Hall of Fame

AIFD Scholarship Deadlines

Announcing Bobbi Cup 2016 Competitors

TWO EXCEPTIONAL WEEKENDS OF EDUCATION & NETWORKING – Offering Leading Edge Design Shows, Hands-On Classes and Business Sessions!



MFA's 2016 Great Lakes Floral Expo

March 4-6, 2016 Devos Place, Grand Rapids, MI
See Page 6



2016 WUMFA Annual Convention

April 1-3, 2016 Radisson Hotel & Conference Center, Green Bay, WI
See Page 18

DIAMOND AWARD WINNING PUBLICATION





QUALITY EDUCATION: A COMMUNITY COMMITMENT

2016 • Course Schedule

January 25-29 **5-Day Principle & Elements**

Jackie Lacey, AIFD, PFCI, CFD



Jackie Lacey



Donald Yim



Anthony Swick

February 28-29 **2-Day Bling to Ching, Prom and More**

Anthony Swick, AIFD, PFCI, CFD

March 6-10 **5-Day Wedding Bliss, Party & Events**

Jackie Lacey, AIFD, PFCI, CFD

June 5-9 **5-Day Competition/Certification & Portfolio**

Jackie Lacey, AIFD, PFCI, CFD



Hear what
florists have
to say about
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Institute**

“ This has been the best learning experience for me! I am walking away today with more confidence in my floral design.

- Christopher Branham, CFD, Christopher's Creations - Middlesboro, KY

Can't say enough great things. The quality of everything from the instructor, Donald to group dinners is terrific. Thank you so much for the opportunity to come! ”

- Laura Kellogg, Laura's Garden - Chattanooga, TN

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the Floriology Institute, contact us at**

www.mybloomnet.net/floriologyinstitute.html or call 1-800-BloomNet (1-800-256-6663)



the professional florist

Volume I 2016

Cover bouquet by Paul Sawyer, CF Blumz...by JRDesigns Detroit/Ferndale, MI 2015 GLFE design contest
Cover photography by Moxie Imagery & Photography www.moxieimagery.com

- 5 Leadership Report**
- 5 'Together We Bloom'...the Great Lakes Floral Expo**
By Kevin Adamo, 2016 GLFE Chairperson
- 5 MFA's 2016 Great Lakes Floral Expo**
- 5 GLFE Sponsors**
- 6 GLFE Design Presenters**
- 7 GLFE Business Presenters**
- 8 GLFE All-Day Sessions**
- 8 Main Stage, Hands-On and Business Session Details**
- 11 'Together We Bloom' Design Contest**
- 12 President's Reception and 'Together We Bloom' Banquet**
- 12 GLFE Special Events Schedule**
- 13 GLFE Schedule at a Glance**
- 14 GLFE Registration Form**

Designer Spotlight

- 15 Designing with a Contemporary Flair**
By Enrika Karalius, AIFD, CFD
2015 MFA Designer of The Year

Tech Tip

- 16 Conventions...They Are Important!**
By Gail Pabst

2016 WUMFA Annual Convention

- 18 2016 Welcome from the Convention Chair!**
By Patty Malloy, AIFD, CFD, WUMFA President
- 18 Convention Sponsors**
- 18 Convention Design Presenters**
- 19 Convention Business Presenter**
- 19 Convention Session Details**
- 20 WUMFA Design Contest**
- 22 Convention Schedule at a Glance**
- 23 Convention Registration Form**

AIFD Scholarships

- 24 AIFD Scholarship Deadline**
- 24 North Central AIFD Scholarship Deadline**

Design Competition

- 26 Announcing Bobbi Cup 2016 Competitors**

Design Tip

- 27 'Plant' New Ideas for the New Year**
By Doug Bates, AIFD, CF, CFD, 2015 MFA Academy Winner

- 16 Industry News**
- 26 Professional Education Center**
- 28 Business Card Ads**
- 30 Classified Ads**



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Publisher: Rodney P. Crittenden
Advertising Director & Sales: Rodney P. Crittenden
Editor: Barbara Gilbert
Graphic Design: Joe McGurn
Printing: Village Press Publications

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LEADERSHIPREPORT

'Together We Bloom'...the Great Lakes Floral Expo, March 4-6, 2016!

BY KEVIN ADAMO, 2016 GLFE CHAIRPERSON

Now that another holiday season has passed, it's time to get recharged. No better way than at this year's Michigan Floral Association's "Together We Bloom" Great Lakes Floral Expo.

As you look through the scheduled events you will see that we also have recharged the program and Expo floor this year. You owe it to yourself and your employees to take time out from your busy schedule and make a weekend of it.

Some of the best ideas I have used in my own business have come from networking with fellow florists at the Expo. From nationally known designers to the great talented designers we have right in our own backyard, there is no other place you will get as much education, networking, and camaraderie at such a reasonable cost. It is a real value.

I would like to share my own experience with you on how important it is for me and my employees to attend the Expo. Every year I take five designers for the full weekend. They sign up for hands-on classes so that between them they cover all the topics. They attend some main stage shows, walk the Expo floor and attend the banquet. All of this is an expense to my

store, however, it is one that pays for itself over and over all year round.

It is so awesome to see them come back full of energy and new ideas to share with each other and see who can out do the other with these ideas. It is always exciting to see them putting these ideas to work. The great part of this is that those who benefit the most are my customers. We share on social media all the new trends and tricks of the trade that our designers picked up at the Expo. This is a great way to let your customers know your employees are continually learning, staying up to date with trends and designs.

As a business owner, I benefit every year from the variety of business sessions that are offered. You can never know enough about social media, marketing and growing your profits. This year we have added a roundtable discussion where all participants will share their ideas. Each participant will be asked to bring a piece of paper with a unique idea that works for them. These will be collected, discussed and shared in an open floor platform where others can ask questions or feed off that idea. All participants will get an email after the conference containing all the ideas that were submitted. What a great way to show how "Together We Bloom."

I hope to see all of you at this year's GLF Expo. Remember..."Together We Bloom"! ✿

The Michigan Floral Association would like to thank these fine sponsors for making the 2016 Great Lakes Floral Expo possible.



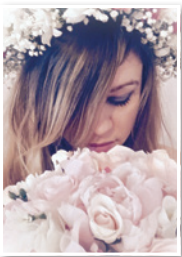


2016 GLFE Design Presenters



DOUG BATES, AIFD, CF, CFD, has presented design shows to florists in Michigan and Indiana and was the Michigan Floral Association 2012 Designer of the Year. He has been an active member of MFA for many years. In 2015 he won the Academy division of the MFA design contest. This year he was inducted into AIFD. He and his wife Karen own Designs by Vogts in Sturgis, MI.

techniques in *Fusion* magazine. Since 2010 he has introduced new products for Fitz Design and Accent Décor, leading hands-on classes and designing for photo shoots and print catalogs. He is the owner of Surroundings Events and Floral, Verona, Wisconsin.



ANGELA CHRISTIE, CF, has been artistic her entire life. She seized the opportunity to hone her creative talents by becoming part of the floral industry. She has been a floral designer for over 14 years, currently working for Boyne Avenue Floral and Greenhouse in Boyne City, MI. Having previously been a part of the EXPO Certified Florist display, she is pleased to be a presenter at EXPO 2016.



NEVILLE MACKAY, CAFA, PFCI, WFC, is well known for his creative flair and entertaining personality. He appears as a floral expert and entertainer on many national and local TV and radio shows across Canada. He designs and presents shows across North America for Smithers-Oasis (North America) and is an OASIS® Floral Products Design Director. He also owns and operates My Mother's Bloomers in Halifax, Nova Scotia and has designed floral arrangements for Rod Stewart, Glen Close, Paul McCartney and members of the British Royal Family. His floral works have been featured in many magazines and he writes a regular column for *The Professional Florist* magazine.



TOM FIGUEROA, AIFD, CF, CFD, has 40 years experience in both the retail and wholesale segments of the floral industry. While in retail he was staff designer and hard goods buyer for two flower shops associated with funeral homes as well as a buyer for four stores in the Detroit Metro Area. He has 27 years in wholesale buying, sales, and management and served in several WF&FSA positions. Working for Nordlie, Inc. he was hard goods manager and branch manager in Flint, Michigan, and vice president at the main store in Warren, Michigan. He regularly teaches design workshops at various Nordlie locations.



JACOB MCCALL, AAF, AIFD, CFD, FSMD, is an FTD Education Consultant and Director of Design and Operations for InBloom, Orlando, Florida. He represented the United States at the 2015 Interflora World Cup in Berlin, and in 2014, won SAF's Sylvia Cup competition. Known for his cutting edge trends and color expertise, he was featured on the Style network's *Whose Wedding Is It Anyway?* He has designed floral creations for many celebrities such as Tiger Woods, Grant Hill, and Diana Ross. He was also selected to design the Christmas décor for the famous Peabody Hotel and the Gaylord Palms Resort.



JOHN HOSEK, AIFD, CAFA, CF, CFD, PFCI, is known for his innovative and original style. He has received the MFA designer of the year award and was a Sylvia Cup winner. He is a Teleflora Education Specialist and has shared his expertise from Australia to England and throughout the USA. A continuing opportunity takes him to Scotland where he collaborates with colleagues, contributing new floral artistry



TRACY PARK, is the owner and principal designer of Park Place Design, a wedding and event studio. She has more than 25 years of wedding design experience and has collaborated with top floral designers throughout the industry. Her garden inspiration style brings a unique flair to her wedding and events work.

GLFE Special Event

'Chopped', The MFA Pro-Am Tournament!

Oh, the wonders of reality TV! The suspense! The drama! The constant wonder of what will happen next?!?! Now, the MFA, together with floral industry suppliers, brings it to you, LIVE and in FULL COLOR! Take in all the thrills, chills, and spills as we present: Chopped, The MFA Pro-Am Tournament. Picture your dearest and most beloved floral designers, paired with folks who, although working in the industry we love, have No Design Experience! Watch, as before your eyes, they collaborate, cooperate, and perspire, all in an effort to create stunning floral works of art the likes of which will probably never to be seen again. The experienced designers will only be able to advise them on how to make an arrangement. At the end there will be one winner. Novice designers will be: FloraCraft (Mike Romansik), FloristWare (Mark Anderson), Flower Shop Network (Brock Atwill), Mains Importing (Tony Vear), Regency Group (Joe Clifford).

You don't want to miss this event, Friday night, 8:00 p.m. - 10:00 p.m., hosted by Doug Bates, AIFD, CF, CFD, sponsored by DWF





JEROME RASKA, AAF, AIFD, CAFA, CF, CFD, PFCI, is co-owner of two retail floral and event operations in Metro Detroit. Having been in the floral industry for over 30 years, he shares his design and business experience with florists as a Teleflora Education Specialist. He has served as chairman of the Professional Floral Communicators International, president of the Michigan Unit of Teleflora, as well as president of the North Central Regional Chapter of AIFD and the Michigan Floral Association. He has received the Tommy Bright Award for excellence in floral design presentation and was named designer of the year by the National Alliance of Floral Associations.



JIM SCHMIDT, co-founded Hyacinth House in Lansing, Michigan, in 1975. Hyacinth House is Michigan's largest green and blooming plant wholesale supplier to Michigan florists. Their products were featured on "Extreme Makeover, Home Edition" and they have supplied plants for dignitaries such as Bill Clinton, Hillary Clinton, George H.W. Bush, George W. Bush, Pope John Paul II, The Dali Lama, The Rolling Stones, Billy Graham, and events such as the Super Bowl XL in Detroit in addition to multiple professional golf tournaments. According to Schmidt, their favorite customers have always been and will always be Michigan's hardworking, talented florists.



ANTHONY W. SWICK, AIFD, CFD, FSMD, PFCI, Bay Bouquet Floral Studio, Tampa, FL, has over twenty years experience in the floral industry and fifteen years experience as a shop owner. His involvement in industry associations has given him the opportunity to participate in many projects including as part of the FTD design team responsible for the Florida Governor's mansion. He has also been featured on local Tampa news broadcasts. He is a current member of the BloomNet design team and looks forward to the challenges of bringing new ideas, new trends and new techniques to retail florists.



ROBBIN YELVERTON, AAF, AIFD, CAFA, CF, CFD, PFCI, has been in the floriculture industry over 30 years. An award winning educator, designer, and commentator, he has used his expertise to provide a wealth of information to industry members and the public. As co-owner and vice president of Blumz...by JRDesigns Floral & Event Professionals in Metro Detroit, he uses social media to market his own business and provide insight for shop owners. He is an editorial contributor to local news media, floral blogs and industry magazines. He currently serves on the board of trustees for PFCI and is a guest blogger on SAF's "About Flowers" blog.

2016 GLFE Business Presenters



CLAY ATCHISON, owner of McAdams Floral, Victoria, Texas, has been on a mission to understand and reverse the drop in sympathy work. After dramatically increasing sympathy sales at his own shop, he now shares his approach with fellow florists. He also created the InLieuOfFlowers.info website to provide useful information for anyone planning a funeral and to combat the lack of understanding of "in lieu of flowers". He has served on several committees for both the Texas State Florists Association and SAF. He will share his expertise in three sessions all designed to help florists get more and more profitable sympathy work.



GREG GALE, CMBP, is a certified Myers-Briggs practitioner. He has presented at various corporations and educational institutions such as Northwestern University, Loyola University Chicago, and West Suburban Medical Center in Oak Park, IL. He uses creative training techniques in developing and facilitating workshops on leadership, communications, and team building. As program coordinator at Loyola's Strich School of Medicine, he created an e-learning module, managed volunteer peer tutoring programs, and coordinated program planning for presentations and webcasts. He is back by popular demand after his very successful session at last year's Great Lakes Floral Expo.



KRISTIN PETERS, is the director of product marketing at eFlorist by Teleflora. She has over 13 years of digital and retail marketing experience, and an MBA from the Chicago Booth School of Business. She has developed her marketing skill set through a variety of roles doing traditional marketing for Quaker and Clorox, then moving into ecommerce working with Amazon and Target.com. She handled digital media and content marketing at Disney, managing both DisneyJunior.com and Disneytoon Studios films. In her current role, she is passionate about helping florists find new and easy ways to embrace technology and connect with their customers to grow their business online.



KIERSTEN SCHULTE, is the director of corporate relations and major accounts for Eastern Floral, a full-service floral company with locations in Grand Rapids, Grand Haven and Holland, Michigan. Since entering the industry seven years ago as the director of marketing for Eastern Floral, her portfolio of industry experience has grown to include judging floral varieties competitions for the Society of American Florists, commentating, appearing on local TV and radio programs, and serving as an MFA committee chair for GLFE for the past three years. In 2013 she was the recipient of the Michigan Floral Association "Retail Employee of the Year."



2016 GLFE Sessions, Friday, March 4

Exciting All-Day Interactive Business Session! Maximizing the Power of Your Personality

Presented by Greg Gale, CMBP
Sponsored by Gypzy Dezigz and Michigan Floral Foundation
Date: Friday, March 4, 2016
Time: 9:30 a.m. - 4:30 p.m.
Location: Amway Hotel Atrium Room
Lunch included. Additional fees apply.



- Other topics include:
- Assessing your selling process.
- Do I need to know my customers type preference?
- How to use type framework when selling.
- Listening for clues.

All-Day Sessions Include Lunch!

Back by popular demand, Greg Gale, CMBP, will elaborate on his highly successful Myers Briggs session from last year's GLFE. This year's session will provide information and exercises to help apply a type framework to sales interactions.

The afternoon session Introduction to the MBTI and Teams will help you understand your Myers-Briggs Type Indicator results and the relationship of those results to your contributions and effectiveness as a team member.

Sign Up Early!

Outstanding ALL-DAY Hands-On Session!

#Events with Jacob

Presented by Jacob McCall, AAF, AIFD, CFD, FSMD
Sponsored by FTD
Date Friday, March 4, 2016
Time: 9:30 a.m. - 4:30 p.m.
Location: Steelcase Ballroom A, Classroom 1
Lunch included. Additional fees apply.



Do your event floral designs wow your customers, or are they just ho-hum? Are you interested in learning how to create and execute a stunning special event or party that will be talked about for months to come?

In this workshop, he will demonstrate how to craft an event from the smallest details to the WOW factor that your clients desire. Learn how to use color and texture to highlight your arrangements.

The Great Lakes Floral Expo is honored to have world renowned floral designer Jacob McCall conducting the Hands-on All Day Session. He is a winner of the Sylvania Cup, and represented the United States in the 2015 Interflora Cup in Germany.

Register early, as this class is limited to the first 20 participants.

BUSINESS SESSION: "Together We Bloom" - Time to Share

Moderated by Kevin Adamo
Sponsored by the MHIFund
Date: Friday, March 4, 2016
Time: 7:00 p.m. - 7:45 p.m.
Location: Steelcase Ballroom B



Participants are to bring a printed copy of a unique idea that has worked well for them. This can be anything from marketing ideas, displays, special offers and/or designs.

HANDS-ON SESSION: Hand Held Bouquets FFA Student Certification Test Preparation

Presented by Angela Christie, CF
Sponsored by the MHIFund
Date: Friday, March 4, 2016
Time: 7:15 p.m. - 8:15 p.m.
Location: Steelcase Ballroom A, Classroom 1
Bring your own tools. Additional fees apply.



As you begin your floral artistry career it is important to have teachers who will guide you along the way. Having a "hand to hold" while learning technique and creating your

own style is very important. Come learn how to make a beautiful "hand held" bouquet and prepare for the FFA certification test.

MAIN STAGE DESIGN SHOW: Flower Chopped - The MFA Pro-Am Tournament!

Presented by Doug Bates, AIFD, CF, CFD
Sponsored by DWF
Date: Friday, March 4, 2016
Time: 8:00 p.m. - 10:00 p.m.
Location: Steelcase Ballroom B



Live and in full color...the Michigan Floral Association's version of the Food Network's popular "Chopped" program. MFA, together with floral industry suppliers, will bring you the thrills and chills of "floral" reality TV.

GLFE Special Event AIFD Showcase



Location: Amway Walkway, open all weekend.
North Central AIFD Chapter members will embody the "Together We Bloom" spirit of innovation with blooming displays located in the Amway Walkway.



2016 GLFE Sessions, Saturday, March 5

HANDS-ON SESSION: Blingtastic...Body Flowers

Presented by John Hosek, AIFD, CAFA, CF, CFD, PFCI

Sponsored by Teleflora

Date: Saturday, March 5, 2016

Time: 9:00 a.m. - 11:30 a.m.

Location: Steelcase Ballroom A, Classroom 1

Bring your own tools. Additional fees apply.

Learn all the new techniques and great ideas from corsages and boutonnieres to headpieces. This workshop will razzle dazzle you to the next level in wire work. Learn the techniques and structure of body flowers and wire work, how to quickly make a simple corsage and how to up sell using bling and many new products.

HANDS-ON SESSION: Not Just Everyday

Presented by Anthony Swick, AIFD, CFD, FSMD, PFCI

Sponsored by BloomNet

Date: Saturday March 5, 2016

Time: 9:00 a.m. - 11:30 a.m.

Location: Steelcase Ballroom A, Classroom 2

Bring your own tools. Additional fees apply.

"We do this every day..." Take your everyday designs to not so everyday. You will work on taking tried and true designs to a more custom level by utilizing everyday floral products to not only make the look different, but also improve the profitability. How do you add those touches, techniques, and accessories; how do you brand yourself, making memorable first impressions? Selling your everyday designs is the key to success. Learn how the everyday item can not only draw more attention, but higher profits.

HANDS-ON SESSION: Unique Plant Ideas!

Presented by Tom Figueroa, AIFD, CF, CFD

Sponsored by Nordlie, Inc./

A Kennicott Brothers Company

Date: Saturday, March 5, 2016

Time: 9:00 a.m. - 11:30 a.m.

Location: Steelcase Ballroom A, Classroom 3

Bring your own tools. Additional fees apply.

Join us Saturday morning as a couple new twists to an old standby are presented. Students will create two plant garden ideas to take home. The first will feature everyday plant varieties and the second will consist of popular succulents. Sign up today and get some unique new design ideas.

BUSINESS SESSION: Building/Maintaining/Monitoring Relationships With Funeral Directors

Presented by Clay Atchison

Sponsored by FloristWare

Date: Saturday, March 5, 2016

Time: 9:00 a.m. - 10:00 a.m.

Location: Steelcase Ballroom B

In this interactive session, Clay Atchison will show you how to get through the door and connect with funeral home directors. Establishing and maintaining this connection is the essential first step to communication and a profitable relationship. He'll also cover the importance of monitoring the relationship – you always need to know where you stand and look at proven ways of doing just that.

BUSINESS SESSION: Working Around Changes in the Floral and Funeral Industries

Presented by Clay Atchison

Sponsored by FloristWare

Date: Saturday, March 5, 2016

Time: 10:15 a.m. - 11:15 a.m.

Location: Steelcase Ballroom B

Changes in the funeral industry like the increased popularity of cremation, "in lieu of flowers" messaging and free websites from floral order gatherers have made sympathy work harder to come by and less profitable. This session, using a combination of

presentation, discussion and Type in Action activities will show you how to stay profitable while working around these issues. It will also look at marketing to customers that increasingly default to order-gatherers and drop-shippers when buying flowers.

MAIN STAGE DESIGN SHOW: Don't Get Caught with Your Plants Down!

Presented by Jim Schmidt

Sponsored by Hyacinth House

Date Saturday, March 5, 2016

Time: 11:30 p.m. - 12:30 p.m.

Location: Steelcase Ballroom B

Hyacinth House

Come and review the tried-and-true methods on selling plants. From everyday to extravagant sales, learn how to make more money. Let's talk plants! Let's talk green! Let's talk money! Let today's trend of 'Going Green' work for your bank account. You'll learn while having fun. Find out how to incorporate plant maintenance, how much to charge and how to use plant maintenance to secure your relationship with the corporate accounts so you get some of their other every day business as well. Come see what your fellow florists are successfully doing with green and blooming plants and learn how to implement the ideas in your shop.

BUSINESS SESSION: Building Corporate Sales

Presented by Kiersten Schulte

Sponsored by Eastern Floral

Date: Saturday, March 5, 2016

Time: 1:30 p.m. - 2:30 p.m.

Location: Steelcase Ballroom B



"Corporate sales?!? Where do I start? Do I have time for this?" Maybe you have said something like that out loud, or it was just a passing thought, but corporate sales are an essential part to your everyday business. Whether you are a seasoned industry professional, or you just opened your shop a week ago, this session will show you how to gain new corporate accounts, manage the ones you have, and increase sales.

MAIN STAGE DESIGN SHOW: Celebrate the Good Times

Presented by Neville MacKay CAFA, PFCI, WFC

Sponsored by Smithers-Oasis

Date: Saturday, March 5, 2016

Time: 3:30 p.m. - 4:30 p.m.

Location: Steelcase Ballroom B

Doing funeral work should be more than just making something in pink from "page 23" in your design book. We are designers, and as such, must take every opportunity to showcase our talents. In this fast-paced and exciting show, there will be ideas (and a lot of stories from years of experience), and inspiration on how to make sympathy work not only more profitable, but a better way to grow your business. This will NOT be a boring show, and not to sound funny, it will certainly be "full of life!"

MAIN STAGE DESIGN SHOW: DESIGNER OF THE YEAR RUN OFF

Commented by Jerome Raska,

AAF, AIFD, CAFA, CF, CFD, PFCI

Sponsored by Floracraft, Teleflora,

and the California Cut Flower Commission

Date: Saturday, March 5, 2016

Time: 7:15 p.m. - 7:45 p.m.

Location: Steelcase Ballroom B

Additional Fee: Banquet Ticket

Dining and designing will highlight this year's banquet as the Designer of the Year Run Off takes place on the main stage. In addition to enjoying the delectable food prepared by the Amway Grand Hotel chefs, guests will see five outstanding floral designers compete for MFA Designer of the Year. After the awards presentation recognizing the best of the best, the newest members of the prestigious Certified Florist program will be inducted.





2016 GLFE Sessions, Sunday, March 6

HANDS-ON SESSION:
Personalize the Experience

Presented by Neville Mackay, CAFA, PFCI, WFC
Sponsored by Smithers-Oasis
Date: Sunday, March 6, 2016
Time: 9:00 a.m. - 11:30 a.m.
Location: Steelcase Ballroom A, Classroom 1
Bring your own tools. Additional fees apply.



In this sympathy hands-on workshop, you will learn and create a beautiful design that shows not only the skill you possess as a designer, but also the care and compassion you have for the clients involved. Although you will all be making the same sort of structure, each participant will be encouraged to put a personal "twist" in their design. This is a not-to-miss workshop filled with inspiration and design ideas.

HANDS-ON SESSION:
Events...Selling and Designing Profitably

Presented by Robbin Yelverton, AAF, AIFD, CAFA, CF, CFD, PFCI
Sponsored by Mayesh Wholesale Florist
Date: Sunday, March 6, 2016
Time: 9:00 a.m. - 11:30 a.m.
Location: Steelcase Ballroom A, Classroom 2
Bring your own tools. Additional fees apply.



This session will demonstrate steps in selling and creating profitable event designs from basic to dramatic. Many retail shops are convinced that they can't or shouldn't do events. Yes, You Too, can do events! In this class, you will learn how to start with a basic budget and design and build it into a beautiful and profitable event using many products you may already have on hand.

HANDS-ON SESSION:
Weddings - The Next Level

Presented by Tracy Park
Sponsored by Mayesh Wholesale Florist
Date: Sunday, March 6, 2016
Time: 9:00 a.m. - 11:30 a.m.
Location: Steelcase Ballroom A, Classroom 3
Bring your own tools. Additional fees apply.



Are weddings and event styling your passion? If so, don't miss this hands-on session where you will discover the latest trends in bridal bouquets and floral headwear. From garden styles to more modern ideas, you will learn how to take your wedding business to the next level. In addition, marketing your business and how to improve your website will be covered.

BUSINESS SESSION:
Turning Negative Reviews Into Positive Results

Presented by Kristin Peters
Sponsored by Teleflora
Date: Sunday, March 6, 2016
Time: 9:00 a.m. - 10:00 a.m.
Location: Steelcase Ballroom B



As more and more shoppers turn to sites like Yelp, user reviews can be a great source of new customers for your shop. But sometimes customers aren't satisfied, and post negative reviews. How do negative reviews impact your business? What can you do to prevent and/or reverse any damage? Can negative reviews actually help your business? Come learn the best strategies for using review sites to your advantage, and key tactics for managing through negative reviews.

BUSINESS SESSION:
Sympathy Roundtable With Michigan Funeral Directors

Presented by Clay Atchison
Sponsored by FloristWare
Date: Sunday, March 6, 2016
Time: 10:15 a.m. - 11:15 a.m.
Location: Steelcase Ballroom B



Join Michigan Funeral Directors Association members and Michigan Floral Association florists for a panel/roundtable discussion, using the excellent American Floral Endowment report on sympathy business as a starting point. The interactive session will also include questions from the audience.

MAIN STAGE DESIGN SHOW:
Trend Forward Weddings

Presented by Jacob McCall, AAF, AIFD, CFD, FSM D
Sponsored by FTD
Date: Sunday, March 6, 2016
Time: 11:30 a.m. - 12:30 p.m.
Location: Steelcase Ballroom B



Join us for an exciting over the top look at current wedding trends that will lead you into the future with cutting edge design and style. This program will wow you with fun, and innovative designs aimed to inspire your wedding and event clients. This session will stir your creativity and make you think outside the box to delight today's brides, allowing you to stand out from your competition.

MAIN STAGE DESIGN SHOW:
Everyday...Details to Profits

Presented by Anthony Swick,
AIFD, CFD, FSM D, PFCI
Sponsored by BloomNet
Date: Sunday, March 6, 2016
Time: 2:30 p.m. - 3:30 p.m.
Location: Steelcase Ballroom B



Everyday design is the heart of our industry. Creating everyday designs allows for artistic influences that showcase not only beautiful floral selections, but the use of unique accessories. What makes you stand out? What allows the public to remember who you are? In a time when so much focus is related to online orders and copying, showcase that special "something" that sets you apart. How do we take that "everyday" design and make it not so every day? Let's create and provide touches that will allow for that special attention such as branding a look, showing your abilities and selling yourself.

MAIN STAGE DESIGN SHOW:
Blingtastic...Body Flowers from Head to Toe

Presented by John Hosek,
AIFD, CAFA, CF, CFD, PFCI
Sponsored by Teleflora
Date: Sunday, March 6, 2016
Time: 4:00 p.m. - 5:00 p.m.
Location: Steelcase Ballroom B



Add fun back into flowers, show them your style. Proms, weddings, special events, all are a place to show off your skill with body flowers. Be a trendsetter and learn how to design and sell fun headpieces, bridal accessories, and prom creations from head to toe. This AIFD style symposium will teach you how to turn bling into cha-ching and make fabulous pieces in every price range.

GLFE Special Event
'Together We Bloom' Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds will go to the MFA Scholarship Fund. The fund provides money for recipients to attend the Great Lakes Floral Expo or they can use their scholarship to become a Certified Florist. In 2015 seven scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is needed and appreciated.

Saturday, 9:00 a.m. to 6:45 p.m., Sunday 9:00 a.m. to 12:00 p.m. Steelcase Ballroom B.



2016 MFA Design Contest, Friday, March 4

'Together We Bloom' Design Contest!

Sponsored by FloraCraft, Teleflora, and
the California Cut Flower Commission



The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Your skills can earn certificates, cash prizes and recognition in *The Professional Florist* magazine. The contest is a perfect opportunity to show off designs and exchange new ideas. You'll receive professional recognition for your work and gain publicity for you and your shop. Enter today and aim higher, achieve more, and reach for excellence.

MFA Design Contest Division Eligibility: Individuals are only eligible to enter one division. For more information download Design Contest Packet at: www.michiganfloral.org.

STUDENT DIVISION

HIGH SCHOOL LEVEL: THEME – TOGETHER WE BLOOM AT THE PROM: Create a prom corsage and boutonniere. Supply an 8" x 10" framed photo of the gown used for inspiration. For judging purposes a model will show off the designs, creativity is expected. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 24" x 24", with no height restrictions. Maximum wholesale value is \$25. Entry must be secure enough to withstand touching and handling by judges.

COLLEGE/PROFESSIONAL NOVICE: THEME – 50TH YEAR GALA: Create a table centerpiece for the 50th gala anniversary celebration of a local botanical garden titled Blooming Together for 50 Years. Plant material must be incorporated. All materials must be fresh or dried, no permanent botanicals (silks) or *props allowed. Display space is limited to 30" x 30" with no height restrictions. Maximum wholesale value is \$50. Entry must be secure enough to withstand touching and handling by judges.

PRIZES FOR STUDENT DIVISION CATEGORIES

- 1st – \$100, Ribbon and Certificate
- 2nd – \$50, Ribbon and Certificate
- 3rd – \$25, Ribbon and Certificate

PROFESSIONAL DIVISION

Open to any floral professional with three years or more experience in the industry. Contestants may enter one or all three categories. MUST be entered in all three professional categories to compete for the prestigious MFA Designer of the Year! The Designer of the Year will win a cash prize of \$300 and will have designs featured in "Design Spotlight" in six 2016 issues of *The Professional Florist* magazine. He or she will also represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held October, 2016. Airfare, hotel, meals and registration will be covered for the NAFA competition.

THEME 1 – BLOOMING MEMORIES: Create a design to be used at a memorial service/gathering for an avid gardener. Your arrangement must demonstrate two design techniques. Describe the two most prominent design techniques used on a 4" x 6" index card. Fresh and/or dried materials

may be used, no permanent botanicals (silks) and no *props are allowed. Display space is limited to 48" wide x 30" deep and no height restrictions. Maximum wholesale value is \$100. Entry must be secure enough to withstand touching and handling by judges.

THEME 2 – SURPRISE PACKAGE ONE: This is just like doing an order at the shop! All contestants will be given identical flowers and hard goods to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** You will have ½ hour starting at 6:00 p.m. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:00 p.m. on Friday, March 4, 2016, for a briefing and then go to a designated location.

THEME 3 – SURPRISE PACKAGE TWO: This is like package one but a different order. All contestants will be given identical flowers and hard goods to create designs on site. All design items will be provided. **You are only allowed to bring your knife, scissors, wire cutters and bunch cutter.** You will have ½ hour starting at 6:30 p.m. All contestants should meet at the MFA registration desk in the Secchia Lobby promptly at 6:00 p.m. on Friday, March 4, 2016, for a briefing and then go to a designated location.

PRIZES FOR PROFESSIONAL DIVISION

- 1st – \$100, Ribbon and Certificate
- 2nd – \$50, Ribbon and Certificate
- 3rd – \$25, Ribbon and Certificate

CERTIFIED FLORIST DIVISION

NEW!

THEME – TOGETHER WE BLOOM: Create all around centerpiece highlighting our conference theme Together We Bloom. Describe the two most prominent design techniques on a 4" x 6" index card. Fresh and /or dried materials may be used, no permanent botanicals allowed. No *props are allowed. Display space is limited to 30" x 30" with no height restrictions. Maximum wholesale value is \$60. Entry must be secure enough to withstand touching and handling by judges.

PRIZES FOR CF DIVISION

- 1st – \$75 worth of merchandise, Ribbon and Certificate
- 2nd – \$50 worth of merchandise, Ribbon and Certificate
- 3rd – \$25 worth of merchandise, Ribbon and Certificate

THE ACADEMY DIVISION

THEME – BLOOMING TOGETHER: Create a tablescape design suitable for a centerpiece at a wedding in the local farmers market. Each contestant must display entry on a 72" rectangular table which will be provided. Linens and other props are permitted. Chairs and table service not required but encouraged. Please print on a sheet of paper the two techniques and the two elements of design most prominent in the tablescape and place in 8" x 10" frame on the table. The \$100 wholesale cost applies to the centerpiece only. This category will be judged for the entire presentation.

PRIZES FOR ACADEMY DIVISION

The prize for the Academy Division is \$300 cash, the winner's plaque and his or her name inscribed on a traveling honorary award. The Academy winner will be the featured author of six "Design Tips" in The Professional Florist magazine.

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

***Note: All contest pieces will be on display in an area open to the public. The building has security, but design contest entries are not in a space that is locked up overnight. The MFA cannot be responsible for any materials, props, etc. used for the contest.*

FOR MORE INFORMATION

email Design Contest Chairman
Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI
at Jerome@blumz.com; call the
MFA office at (517) 575-0110, or visit www.michiganfloral.org,
to get a Design Contest packet.

YOU MUST REGISTER BY FEBRUARY 26, 2016!



2016 GLFE Special Events Schedule

A NEW LOOK TO The Exciting President's Reception and 'Together We Bloom' Banquet!

Saturday, March 5, 2016 • Devos Place, Steelcase Ballroom
Reception 5:30 p.m. - 6:45 p.m. • Banquet 7:00 p.m. - 9:00 p.m.

Additional Fees Apply

The evening will begin with the President's Reception in the Trade Show from 6:00 p.m. to 6:45 p.m. Models will walk around displaying wedding bouquets while the trade show is open for buying and networking. The decor will be designed by Libbie Conley, CF, of Vogt's Flowers and many other talented designers. This year's banquet begins at 7:00 p.m., featuring an explosion of color and rainbows that will tickle your creativity. An awards presentation will recognize the best of the best followed by induction of new members into the prestigious Certified Florist program.

Sponsored by the MHIFund.

Designer of the Year Run Off

Dining and designing will highlight this year's banquet as the Designer of the Year Run Off takes place on the main stage. In addition to enjoying the delectable food prepared by the Amway Grand Hotel chefs, guests will see five outstanding floral designers compete for MFA Designer of the Year. **Sponsored by the Michigan Floral Foundation.**

www.mhifund.org
Michigan Horticultural Industries
Self-Insured Work Comp Fund



2016 GLFE Tablescape Design Contest Theme: 'Complementary Harmony'

Be part of this year's exciting Tablescape Design Contest. The contest is open to members of the Michigan Floral Association who have a Weekend Blooming Pass. All tablescapes designs will be used after judging for the Recognition Banquet table décor. The tablescapes must be designed by a individual designer or a team representing a single shop or school. Competitors will create a professional floral tablescapes using a complementary color harmony showcasing skill and design expertise and have a chance to win a 2017 GLFE Weekend Pass. **For more information call the MFA office at (517) 575-0110 or go to www.greatlakesfloralexpo.com to download a contest packet.**

A New Trade Show Marketplace

This year's GLFE will prove to be much more vendor friendly with the new floor plan. Participants will pass by all vendors on their way to the main stage making it enticing for them to stop and shop, view new products, and learn current industry trends. Join us on the trade show floor for great mini design demos! Experienced designers will feature items from vendors during trade show only times. **The demos will take place on Saturday, 2:30 p.m. to 3:30 p.m., and Sunday, 12:30 p.m. to 2:30 p.m. Trade show hours are Saturday, 10:00 a.m. to 6:45 p.m. and Sunday, 11:00 a.m. to 2:30 p.m. in Steelcase Ballroom A.** Support our vendors!

Play the 'Together We Bloom' Prize Game

Visit with the vendors and play our new game that is "Find that Flower" combined with a new spin, "Name that Flower". Participants will be given a list of flower names and they must match up the botanical name with the booth where the flower is found. Those who complete the game and name all flowers correctly will be entered into a drawing for fabulous prizes announced at the end of the last main stage program on Sunday. Be sure to be there for this exciting and educational weekend.

Together We Learn 2016 MFA Book Fair

"Knowledge is power" and the MFA Book Fair will be full of books and ideas to increase your knowledge of all things floral. You'll love the price and all profits benefit the MFA Education Fund. **Visit the fair in the Secchia Foyer next to the MFA Registration Desk: Friday, 12:00 p.m. to 5:00 p.m., Saturday, 8:30 a.m. to 5:00 p.m., Sunday, 8:30 a.m. to 5:00 p.m.**



CF Showcase

Certified Florists will be creating the CF showcase Blooming Together with Techniques during the Expo. The floral exhibits will highlight design techniques and show just what it means to be a Certified Florist. Check it out and sign up to become a Certified Florist. **Welch and Secchia Foyers, open all weekend.**

MFA Annual Meeting

Join your fellow attendees and learn what the MFA has been up to this past year come and see what your association plans for this year. Suggestions and ideas are always welcome. **Sunday, March 6, 11:15 a.m. - 11:30 a.m., Steelcase Ballroom B.**

GLFE Special Event

Friday Night Entertainment Together We Laugh

Brad Tassell has spent more than two decades bringing hilarious comedy to many parts of the globe. From the UK and Britain's Got Talent, to his own Las Vegas show at the Rio, his programs are critically acclaimed and audience favorites. He also spends his time flying around the world for Carnival Cruise Lines and can be seen on the PBS syndicated show The Friday Zone. An award winning author and educator, he has a Masters in Behavioral Science and will bring his Pinnacle award winning motivational comedy show which uses humor and a counselor's point of view to GLFE.

Be there Friday night, 10:15 p.m. - 11:00 p.m., Steelcase Ballroom B.

Sponsored by DWF and MHIFund



www.mhifund.org
Michigan Horticultural Industries
Self-Insured Work Comp Fund



COLOR KEY:
 Green: Business Sessions
 Blue: Hands-On Sessions
 Red: Main Stage Shows
 Purple: Trade Show Hours
 *Additional fees apply.

2016 GLFE Schedule at a Glance

Friday, March 4, 2016

8:00 a.m. - 11:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Maximizing the Power of Your Personality – Greg Gale, CMBP (Gypzy Deizgnz and MFF)	Atrium (lower level of hotel)
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: #Events with Jacob – Jacob McCall (FTD)	Steelcase Ballroom A Classroom 1
12:00 noon - 9:30 p.m.	Retail Store – Open Hours	Grand Gallery
4:00 p.m. - 6:00 p.m.	Design Contest Registration	Secchia Foyer
7:00 p.m. – 7:45 p.m.	*Business Session: “Together We Bloom” Sharing Ideas – Roundtable moderated by Kevin Adamo (MHIFund)	Steelcase Ballroom B
7:15 p.m. - 8:15 p.m.	*Hands-On Session: Hand Held Bouquets, FFA Student Certification Test Preparation – Angela Christie (MHIFund)	Steelcase Ballroom Classroom 1
8:00 p.m. - 10:00 p.m.	Main Stage Design Show: Flower Chopped Design Tournament – Doug Bates (DWF)	Steelcase Ballroom B
10:15 p.m. - 11:00 p.m.	Together We Laugh: Comedian Brad Tassel – (DWF and MHI Fund)	Steelcase Ballroom B

Saturday, March 5, 2016

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:30 a.m. - 5:00 p.m.	Book Fair Open	Secchia Foyer
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) *Blingtastic...Body Flowers – John Hosek (Teleflora) *Not Just Everyday – Anthony Swick (BloomNet) *Unique Plant Ideas – Tom Figueroa (Nordlie, Inc./A Kennicott Brothers Company)	Steelcase Ballroom Classroom 1 Classroom 2 Classroom 3
9:00 a.m. - 10:00 a.m.	Business Session: Building/Maintaining/Monitoring Relationships With Funeral Directors – Clay Atchison (FloristWare)	Steelcase Ballroom B
9:00 a.m. - 6:45 p.m.	Raffle	Steelcase Ballroom B
10:00 a.m. - 9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m. – 11:00 a.m.	Student Design Contest Review	Secchia Foyer
10:15 a.m. - 11:15 a.m.	Business Session: Working Around Changes in the Floral and Funeral Industries – Clay Atkinson (FloristWare)	Steelcase Ballroom B
10:00 a.m. - 6:45 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Don't Get Caught with Your Plants Down – Jim Schmidt (Hyacinth House)	Steelcase Ballroom B
12:30 p.m. - 1:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:30 p.m. - 2:30 p.m.	Business Session: Building Corporate Sales – Kiersten Schulte (Eastern Floral)	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:30 p.m. - 4:30 p.m.	Main Stage Design Show: Celebrate the Good Times – Neville MacKay (Smithers-Oasis)	Steelcase Ballroom B
4:30 p.m. - 5:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
5:30 p.m. - 6:45 p.m.	President's Reception – Trade Show Floor (MHIFund)	Steelcase Ballroom A
7:00 p.m. - 9:00 p.m.	*Recognition and Awards Banquet (MHIFund)	Steelcase Ballroom B
7:15 p.m. - 7:45 p.m.	*Main Stage Design Show: Designer of the Year Run Off – Jerome Raska (Michigan Floral Foundation)	Steelcase Ballroom B

Sunday, March 6, 2016

8:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 12:00 p.m.	Raffle (Closes at Noon)	Steelcase Ballroom B
9:00 a.m. - 11:30 a.m.	Hands-On Sessions: (Choose One) * Personalize the Experience – Neville MacKay (Smithers Oasis) *Events...Selling and Designing Profitability – Robbin Yelverton (Mayesh Wholesale Florist) *Weddings – The Next Level – Tracy Park (Mayesh Wholesale Florist)	Steelcase Ballroom Classroom 1 Classroom 2 Classroom 3
9:00 a.m. - 10:00 a.m.	Business Session: Social Media Negative Reviews – Kristin Peters (Teleflora)	Steelcase Ballroom B
10:00 a.m. - 5:00 p.m.	Retail Store Open	Grand Gallery
10:15 a.m. - 11:15 a.m.	Business Session: Sympathy Roundtable With Michigan Funeral Directors – Clay Atkinson (FloristWare)	Steelcase Ballroom B
11:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:15 a.m.- 11:30 a.m.	Annual Meeting	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Trend Forward Weddings – Jacob McCall (FTD)	Steelcase Ballroom B
12:30 p.m. - 2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Everyday...Details to Profit – Anthony Swick (BloomNet)	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Main Stage Design Show: Blingtastic...Body Flowers from Head to Toe – John Hosek (Teleflora)	Steelcase Ballroom B
5:00 p.m.	Thank You! Save the Date...GLFE, March 3, 4, 5, 2017	Steelcase Ballroom B



REGISTER ONLINE at www.michiganfloral.org • Call (517) 575-0110 with any questions.

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

** (Does not include any optional events)*



Great Lakes Floral 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 4-6, 2016
 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 Blooming Pass (four types available).
Save by registering your entire staff with the WEEKEND SHOP BLOOMING PASS where all your employees can come!

	Student Weekend Blooming Pass*				Weekend Blooming Pass*				Weekend Value Blooming Pass*				Weekend Shop Blooming Pass*				OPTIONAL EVENTS			TOTAL ALL EVENTS
	Member before 1/29/16	Member after 1/29/16	Non-Member before 1/29/16	Non-Member after 1/29/16	Fri/Sat/Sun	Fri/Sat/Sun	Fri/Sat/Sun	Fri/Sat/Sun	All-Day Business Session:	All-Day Hands-On Session:	FFA Student Certification Test Preparation	Hands-On Session:	Hands-On Session:	Hands-On Session:	President's reception, Banquet, Main Stage and Awards Ceremony	Hands-On Session:	Hands-On Session:	Hands-On Session:		
1.	\$30	\$40	\$60	\$60	\$79	\$139	\$600	\$99.95 (for the first attendee and \$59.99 for each additional member)	\$179	\$25	\$85	\$85	\$85	\$60 or \$55 ea. for 8 seats	\$85	\$85	\$85			
2.	\$35	\$45	\$65	\$65	\$85	\$145	\$650		\$279	\$45	\$125	\$125	\$125		\$125	\$125	\$125			
3.	\$45	\$60	\$100	\$100	\$129	\$189	N/A													
4.	\$65	\$105	\$105	\$105	\$135	\$195	N/A													
5.																				
6.																				

Attach an extra sheet if more room is needed

ALL FEES ARE STRICTLY NON-REFUNDABLE.

Use Your Credit Card (circle one)



Credit Card #:

Name on Card:

Address

City/State/ZIP

Signature:

Expiration Date:

Security Code:

REGISTRATION TOTAL Check Credit Card

REGISTER BY 1/29/16
 For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

Business Card and Tax ID required for registration. After Monday, February 29, 2016, bring registration and payment to the Expo for onsite registration.

Please enclose or attach to form AND be prepared to present at the door. 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)

Stay the Weekend!
 HOTEL RESERVATIONS: Please call the Amway Grand Plaza Hotel direct at 616-776-6450, (800) 253-3590.
 We have a special guaranteed rate of \$137.00 per night, single/double. Mention that you are with the Michigan Floral Association group block. Reservations must be made prior to 2/06/16

Mail Completed Registration Form with Payment to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 or Fax (517) 575-0115 with credit card information

DESIGNERSPOTLIGHT

Designing with a Contemporary Flair

BY ENRIKA KARALIUS, AIFD, CFD,
ROYAL PETAL, CRESTWOOD, IL
2015 MFA DESIGNER OF THE YEAR

When challenged to create an arrangement with a masculine or contemporary flair, consider something like this design featuring a sculptural manzanita wood container. Oasis® flat natural cane secured with silver bullion wire and glued with a glue gun gives this composition an unexpected spiral shape. Emerald leaves were carefully trimmed to provide a sleek and edgy look. Banksia serrata proteas are attached with floral adhesive. Gluing flowers with floral adhesive, known as 'cold glue,' is always more time efficient than wiring and taping individual flower blooms. Craspedia balls add the finishing look. This abstract design is an interesting interpretation of form, texture and space. The fresh materials used here will dry nicely for long time enjoyment. ✿

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TECHTIP

Conventions...They Are Important!

BY GAIL PABST

Yup, you are busy in your shop, you are gearing up for the spring holidays, and you think you have no time to spend a weekend at the MFA convention... Yes you do! Why do other people go? In a nutshell...NETWORKING and EDUCATION!

Six Tips on Why to Attend

1. Company Connections – Yes, that is the obvious one but think about it. You will be able to make a personal connection with a salesperson or representative of the company whose products you purchase directly or through your wholesaler. Won't it be great to have a connection at a larger company where you can call and say, "Hi, I met you at the MFA convention and I was hoping you could help." You will also be able to meet the salesperson you talk with maybe only on the phone and you both can put a face to the name. By connecting with these people outside of the "usual" business hours, you make a stronger impression and your benefits grow.

2. Peer Connections – Why would you want to network with your competition?

Because they can help. What a great benefit to have someone in your industry that you could bounce questions off of or ask for extra help. You both can benefit from trading ideas and maybe even become referral partners.

3. New product demonstration – Companies at the trade show or products used during the design shows are going to be a source for the newest products and ideas. It's the perfect opportunity to touch, feel, hear and see how these new products and ideas can benefit your shop.

4. Educational opportunities – Education sessions can help you better understand the trends in the floral industry, strengthen your business strategy, better position yourself to your clients, and move your business forward. Go to as many as possible, you can always learn more.

5. Free media exposure – Looking for more press? Take a few selfies at the show, maybe with new products or some of the new floral designs and post them on your social media. Let your followers know that you are keeping your designs and

shop on the cutting edge with additional education. Get them excited to be your customers.

6. Network with everyone – That means you have to talk with strangers. It's crucial that you hang out with people you do not know to increase building new relationships. Avoid the classic mistake of sticking with the people you came with or know already and not venturing any further. See someone there by themselves? Go up to them and say hello and start the conversation, you never know what you will learn!

See you at this year's MFA "Together We Bloom" Great Lakes Floral Expo, March 4-6, in Grand Rapids. ✿

Gail Pabst is a marketing and social media quality advisor. Gail has been part of the flower industry for over twenty years and is passionate on coaching clients on how to manage their social media channels and marketing programs themselves. She specializes in marketing strategy, social media, email marketing and content writing, saving customers time and money. Gail can be contacted at gailpabst@gmail.com.

INDUSTRY NEWS – Bob Friese Inducted into Hall of Fame

Bob Friese, AIFD, CFD, has been inducted into the Michigan Floral Foundation's Hall of Fame. The well known floral industry figure was honored at a dinner, held at Michigan State University in East Lansing, Michigan. The event, supported by corporate sponsor Teleflora, was highlighted by "Stories of Bob" from guests and friends.

For over 50 years, Friese has shared his knowledge and artistry supporting the floral industry. Active as an leader and volunteer in the American Institute of Floral Designers, he received the group's 2014 Award of Distinguished Service and has also been honored with the Michigan Floral Association's Lifetime Achievement Award.

Early in his career, he began teaching and mentoring students at his floral school in Chicago. He took an active part in the Great Lakes Floral Expo, teaching classes at the conference and at his home studio on behalf of the Michigan Floral Association.

Approximately 10 years ago Friese began hosting Nature's Creative Edge at his property in Fruitport, Michigan. The massive floral display created by designers from around the country was open to the public and attracted thousands each year. Ticket sales benefited various organizations including local charities, AIFD National and the AIFD North Central Chapter. This year marked the finale of Nature's Creative Edge as Friese reached his 80th birthday. ✿



Alice Waterous, AIFD, CF, CFD, PFCI, presents the Hall of Fame award to Bob Friese.

The Michigan Floral Foundation supports the industry through educational opportunities and community enrichment activities. It provides financial aid to those seeking to become a Certified Florist. To donate contact the MFA office (517) 575-0110 or visit www.michiganfloral.org and click on the MFF on the menu bar.

FRESH PICKED AND RIPE FOR FUN... INTRODUCING

Black Cherry



80 Designer Urn
page 169 of the 2016 Syndicate Catalog
View the entire collection online!

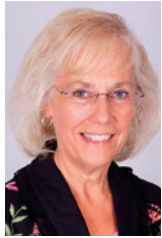
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WUMFA CONVENTION



Welcome to 'Adventures in Wonderland'

BY PATTY MALLOY, AIFD, CFD, WUMFA PRESIDENT



The 2016 WUMFA Spring convention committee has been busy planning a terrific weekend, April 1-5, to enlighten

and delight convention attendees.

The theme of the event is "Adventures in Wonderland". There will be a number of great workshops, trade fair displays, and design shows at the Radisson Hotel in Green Bay, Wisconsin.

The weekend will offer three different hands-on workshops. Friday will feature event designing, on Saturday lasting memories sympathy designs is on the program, and Sunday how to design unique

wedding bouquets will be demonstrated. These workshops will offer you an opportunity to learn from some of the best designers in the industry.

There will also be a number of business sessions to choose from with educational commentary from Rick Rivers. What business couldn't use some helpful hints on how to sell to the affluent, market like a Fortune 500 company or build better corporate sales? Be sure to check out these sessions to help grow your business.

Competing in the design contest is a great way to stretch your imagination and bring your design skills to the next level. There are a number of design contest categories to choose from so be sure to watch for information on the WUMFA website.

Of course, the stage shows are the main attraction of the convention on Saturday and Sunday featuring national designers such as Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI, Jacob McCall, AAF, AIFD, FSMD,

PFCI and Alice Waterous, AIFD, CF, CFD, PFCI. There will be a segment on plant upgrades by Marty Loppnow.

There will be plenty of time to wander through the trade fair and see what's new. Back by popular demand will be "Tips and Tricks" at various trade fair booths to offer additional how-to hints using vendor products.

Be sure to make plans to attend the WUMFA awards banquet Saturday evening and see who will be honored this year. This is also a wonderful opportunity to network with fellow florists and share ideas and concerns with other industry members.

Sunday will include the annual meeting luncheon where you will have the opportunity to meet the WUMFA board members. Be sure to let us know what business sessions or design projects you would like to see offered in the future. We are here to serve you and hope you have a great learning experience at the annual convention.

Make plans today to attend the WUMFA annual spring convention "Adventures in Wonderland" April 1 to April 5, 2016, at the Radisson in Green Bay, WI. It promises to be educational, enchanting and entertaining for all! We hope to see you there! ✨

WUMFA would like to thank our fine convention sponsors!



2016 WUMFA DESIGN PRESENTERS



MARTY LOPPNOW is the owner operator of Waukesha Floral & Greenhouse, the oldest continuously operating floral business in Waukesha County, Wisconsin. He runs the business with his brother Tom and several other family members. Planteriors of Wisconsin, a division of the com-

pany, is a leader in providing and caring for interior plants throughout Waukesha and metro Milwaukee. With nearly 30 years of experience and customer service, they are a source for plant rental, installation and maintenance services for homes, businesses and corporations. They also specialize in interior plant design and selection, custom holiday decorating, and special occasion and event work.



JACOB MCCALL, AAF, AIFD, FSMD, is an FTD Education Consultant and director of design and operations for InBloom, Orlando, Florida. He represented the United States at the 2015 Interflora World Cup in Berlin, and in 2014, won SAF's Sylvia Cup competition. Known

for his cutting edge trends and color expertise, he was featured on *Whose Wedding Is It Anyway?* on the Style network. He has designed floral creations for many celebrities such as Tiger Woods, Grant Hill, and Diana Ross. He was also selected to design the Christmas décor for the famous Peabody Hotel and the Gaylord Palms Resort.



JEROME RASKA, AAF, AIFD, CAFA, CF, CFD, PFCI, is co-owner of two retail floral and event operations in Metro Detroit. Having been in the floral industry for over 30, he shares his design and business experience with florists as a Teleflora Education Specialist. He has served as

chairman of the Professional Floral Communicators International, president of the Michigan Unit of Teleflora, as well as president of the North Central Regional Chapter of AIFD and the Michigan Floral Association. He has received the Tommy Bright Award for excellence in floral design presentation and was named designer of the year by the National Alliance of Floral Associations.



WUMFA

Wisconsin & Upper Michigan
Florists Association

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840
(517) 253-7730 • Toll-Free (844) 400-9554 •
Fax: (517) 575-0115

WUMFA Board of Directors 2015

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Open

Region 3 (608)
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Kae Nilsson – Floral Consultants, Manitowish Waters, WI

Region 5 (920)
Lisa Belisle –The Flower Source
Orland Park, IL

WUMFA Staff

Executive Vice President: Rodney P. Crittenden
Executive Assistant: Cindy S. Ching, AIFD, CF

**2016 WUMFA
BUSINESS PRESENTER**



RICK RIVERS, has owned a retail florist with his wife Suzie for 30 years. He takes great marketing ideas and applies them to the florist industry. His first book, *"Blooming at the Top, 12 Strategies to Double Your Sales"* details strategies that today's florist needs to stay afloat through tough times. His second book, *"No Fishing in My Pond,*

A Blueprint to Protect Your Sales" teaches how to put a fence around your customer base and keep them coming back for more sales, allowing you to make extra money. He also has a full line of CD workshops on industry topics.



ALICE WATEROUS, AIFD, CF, CFD, PFCI, has over 40 years of experience as a retail shop owner, wholesale staff designer, event designer, program presenter and educator. Active in the Michigan Floral Association, she is immediate past president of MFA, chairperson of the Michigan Floral

Foundation, active in the North Central Regional Chapter of AIFD and was part of the "Nature's Creative Edge" floral exhibit. In addition to working part-time at the Grandville Nordlie/Kennicott location as a staff designer, she owns her own company that focuses on commercial and residential holiday décor. She treasures the opportunity to share and network with fellow floral professionals.

2016 WUMFA Convention Sessions

FRIDAY, April 1, 2016

ALL DAY HANDS-ON WORKSHOP: #Events with Jacob

Presented by Jacob McCall, AAF, AIFD, CFD, FSMD

Sponsored by FTD

Date Friday, April 1, 2016 • Time: 9:30 a.m. - 4:30 p.m.

Location: Huron

Bring your own tools. Additional fees apply.

Do your event floral designs wow your customers, or are they just ho-hum? Are you interested in learning how to create and execute a stunning special event or party that will be talked about for months to come? Spend the day with FTD Education Consultant Jacob McCall and discover the latest ideas for party florals and décor.

In this workshop, he will demonstrate how to craft an event from the smallest details to the WOW factor that your clients desire. Learn how to use color and texture to highlight your arrangements. See how using accessories such as large foliage, branches, candles, and bling will give value to your designs. Find out the latest trends in wedding work. Don't miss this opportunity to take your parties and special events to the highest level which in turn will add to your bottom line.

Register early as this class is limited to the first 20 participants.



SATURDAY, April 2, 2016

MAIN STAGE DESIGN SHOW: Plants Mean Profits!

Presented by Marty Loppnow

Sponsored by Karthaus & Sons, Inc.

Date: Saturday, April 2, 2016 • Time: 9:00 a.m. to 10:00 a.m.

Location: Wolf



Plants are a profit center that can add to your bottom line. Learn about promoting green and blooming plants for funeral work, event planning, and outdoor installations. Find out how designing with plants will give your customers another reason to come into your shop. See how your fellow florists are successfully marketing new ideas for the everyday use of plants. Advertise plant maintenance to enhance your relationship with corporate accounts. Make going "green" work for you by promoting your plant skills with the latest trends and techniques.

BUSINESS SESSION: Marketing to the Affluent

Presented by Rick Rivers

Sponsored by FloristWare

Time: 10:15 a.m. to 11:00 a.m. • Date: Saturday, April 2, 2016

Location: Wolf



Even in down times there are people out there who have plenty of money to spend on the products and services that florists sell. Do you know how to find the affluent, or identify their buying habits? Find out all the secrets at this informative seminar. Learn how to triple your profits by paying attention to those who buy, especially the affluent and when they buy. Put a system in place that helps you seek out the affluent and then create a "path" for them to follow. Find all the hidden money in your business.

HANDS-ON WORKSHOP: Lasting Memories

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

Sponsored by Teleflora

Saturday, April 2, 2016 • Time: 12:30 p.m. to 2:30 p.m.

Location: Huron

Bring your own tools. Additional fees apply.

This hands-on workshop will discuss today's trend of memorial services. How to market, create and deliver for profit. Each attendee will create at least two designs to take with them. You will not want to miss this design session that is going to be packed with useful information to reignite your sympathy sales. All levels of design expertise welcome.

Register early as this class is limited to the first 20 participants.

Continued on page 20.



**NEW this year... Friday night trade fair opening.
Shop, have fun, enjoy the music and network.**

2016 WUMFA CONVENTION • ADVENTURES IN WONDERLAND

BUSINESS SESSION: Building Better Corporate Sales

Presented by Rick Rivers

Sponsored by FloristWare

Date: Saturday, April 2, 2016 • Time: 1:30 p.m. to 2:30 p.m. • Location: Wolf



Have you ever wondered where all the corporate sales have gone or what made them leave the local florist and jump into bed with big box stores. Corporate sales will build your business much faster than any other sales track/system and drastically impact your bottom line. Florists are regaining that market share by learning new tricks of the trade. Be sure to attend this business clinic on how to build bigger and better corporate sales.

MAIN STAGE DESIGN SHOW: Weddings Are Very Special Events!!

Presented by Alice Waterous, AIFD, CF, CFD, PFCI

Sponsored by Smither-Oasis and the Wisconsin Florist Foundation

Date: Saturday, April 2, 2016 • Time: 3:30 p.m. to 4:30 p.m.

Location: Wolf



With the advent of Pinterest, Facebook, etc., florists and special event designers find themselves nearly drowning in a flood of expectations and wishes with each prospective wedding client. How do we work within these "visions"? First, don't fight it, or the tide will take you down. Learn how to go with the flow and make the dream happen.

Find out how to narrow down the choices, pinpoint the focal point of the event and demonstrate ways to not only survive, but thrive. Get tips about the all important bridal bouquet, bridesmaids' bouquets, flowers to wear and ceremony/reception décor for a range of budgets. Anyone can make a sensational event with a boatload of money and truckloads of flowers, so let's look at ways to WOW without breaking the bank. Don't worry, it will still be beautiful.

SUNDAY, April 3, 2016

HANDS-ON WORKSHOP: Decorative, Radial, Waterfall or Free Form?

Presented by Alice Waterous, AIFD, CF, CFD, PFCI

Sponsored by Smithers-Oasis and the Wisconsin Florist Foundation

Date: Sunday, April 3, 2016 • Time: 8:00 a.m. to 10:00 a.m.

Location: Huron

Bring your own tools. Additional fees apply.



Let's explore ways to create unique bouquets for your bridal clients that will get rave reviews. No better way to learn than getting your hands right in it. Several styles will be demonstrated and participants will each make a bride's bouquet and attendants' bouquet. This class is meant to sharpen design skills, work efficiently, gain confidence and make your clients love your creations. All skill levels are welcome. Whether you are a newbie or experienced design professional, this class offers opportunity for growth.

BUSINESS SESSION: Marketing Like the Fortune 500

Presented by Rick Rivers

Sponsored by FloristWare

Sunday April 3, 2016 • 9:00 a.m. to 10:00 a.m. • Location: Wolf



Learn how you can employ the marketing tactics perfected by the biggest and most successful Fortune 500 companies at little or no cost. Don't hate, emulate. These simple tricks will keep you "top of mind" with new and existing customers so you are the shop they call when they need flowers. This was one of the most popular sessions at the SAF convention, standing room only, with excellent feedback.

MAIN STAGE DESIGN SHOW: Trend Forward Weddings

Presented by Jacob McCall, AAF, AIFD, CAFA, CF, CFD, FSMD

Sponsored by FTD

Sunday, April 3, 2016 • 10:30 a.m. to 11:30 a.m.

Location: Wolf



Join us for an exciting over the top look at current wedding trends that will lead you into the future with cutting edge design and style. This program will wow you with fun, innovative designs aimed to inspire your wedding and event clients. A session that will stir your creativity and make you think outside the box to delight today's brides, allowing you to stand out from your competition.

MAIN STAGE DESIGN SHOW: Putting the "Fun" in FUNeral Design

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

Sponsored by Teleflora

Sunday April 3, 2016 • 2:30 p.m. to 3:30 p.m.

Location: Wolf



Today's clients want more... more creativity, more value and more service than ever before. This presentation will cover the sympathy industry today...traditional funerals as well as memorial services and celebrations of life. It is no longer status quo in the funeral business.

2016 WUMFA Design Contest

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn, rate your talents and exchange ideas while competing. Competitors will receive professional recognition for their work, ribbons, certificates, cash awards, acknowledgment at the Saturday night banquet and in *The Professional Florist* magazine. This is an excellent way to gain publicity for you and your shop. WUMFA encourages all members and students to strive for educational excellence and design skills to enrich the art of floral design. Best wishes to all who enter and congratulations for your efforts to achieve design excellence.

STUDENT DIVISION

HIGH SCHOOL: Open to any student currently enrolled in high school, who has NOT worked "professionally" as a floral designer. One entry per student.

THEME: It is Graduation Day!

Create a basket design for a friend who is graduating. The only flowers that can be used in this basket design are three stems of liatris, five stems of carnations, and three stems of gerbera daisies. You can use the greens of your choice. No permanent botanicals (silks). ***No props allowed.**

COLLEGE/TRADE SCHOOL/NOVICE: Open to any student currently enrolled in college or trade school. Novice designers are those who have worked less than three years in the floral industry. One entry per student.

THEME: Alice in Wonderland

Alice in Wonderland is a great childhood classic. Have fun and create a vased arrangement based on this classic story. This can be designed in a vase of your choice (cylinder, bubble bowl, cube, etc., clear or colored glass). Glass vase must be visible. Decorative wire and items such as playing cards can be used in your interpretation. Must be fresh flowers and foliage. No permanent botanicals (silks) permitted. Display space is limited to 24" x 24" square with no height restriction. Wholesale value not to exceed \$40 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling.

DESIGN CONTEST PRIZES

PRIZES FOR ALL DIVISIONS:

- First Place: \$100, ribbon and certificate
- Second Place: \$50, ribbon and certificate
- Third Place: \$35, ribbon and certificate
- Designer of the Year: \$150, plus a plaque

TABLETOP SHOP COMPETITION:

- First Place: \$250 in merchandise, and a ribbon
- Second Place: \$100 in merchandise, and a ribbon
- Third Place: \$50 in merchandise, and a ribbon

PROFESSIONAL DIVISION

Open to any floral professional with three or more years experience in the floral industry and a WUMFA member in good standing. Contestants may enter one, two, or all three themes.

THEME 1:

What is Your Wonderland Adventure?

It's your choice! It is the last night of your adventure and you want to have a party. Create a buffet piece that will depict your adventure whether it be a week in Northern Wisconsin or a week in the tropics. A description on a 4" x 6" index card must in with your design showing or explaining your adventure destination. You may use fresh flowers, foliage, and dried. No permanent botanicals (silks) permitted. Display space is limited to 24" by 24" with height restriction of 36". Wholesale value not to exceed \$75 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges. ***No props allowed.**

THEME 2: *Take Me to Prom*

"My dress is strapless and I don't want to wear anything on my wrist nor will I carry anything. Create a shoulder corsage with lots of ribbon and bling to drape down my back." This flower choice is up to the designer. Decorative wires and bling can be used. Also make a boutonniere to match. All materials are permitted except permanent botanicals. Wholesale value should not exceed \$40 for both pieces, including ribbon, flowers, foliage, wires, bling, etc., and must be accounted for on the cost form provided in the packet. May bring a prop to display the shoulder

corsage but must be easily removable for judging. Entry must be secure enough to withstand touching and handling by judges. ***No props allowed.**

THEME 3: *The Mad Hatter*

Create a design with a top hat. You may make your design in the hat or include the top hat in the design. The top hat does not have to be black. All materials including fresh flowers and foliage are permitted except for dried and permanent botanicals (silks). Display space is limited to 24" by 24" with no height restrictions. Wholesale value not to exceed \$40 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges. ***No props allowed.**

**Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

DESIGNER OF THE YEAR

This contest is open to AIFD, CF, or Academy members of WUMFA in good standing.

PHASE ONE: *Guess Who's Coming to Tea*

Create a centerpiece for a dining table using teacups and saucers. The design must include a minimum of four tea cups and a maximum of eight tea cups. They can be stacked anyway you like using fresh flowers and greens. All materials are permitted except permanent botanicals. Display space is limited to 24" x 24" with height restriction of 36". Any materials that flow over the space restriction will be disqualified. Wholesale value not to exceed \$50 (on fresh product only) and must be accounted for on the cost form provided

in the packet. Entry must be secure enough to withstand touching and handling by judges.

PHASE TWO

On stage design competition with a surprise package of materials. You will compete live on stage at the convention, Saturday, April 2, from 12:30 p.m. to 1:00 p.m.

TABLETOP SHOP COMPETITION

In this exciting "shop" category, the entire shop personnel may compete together, whether two or ten. You may set up your competition tabletop display either on Friday evening or Saturday morning. All designs may be completed on site or you may bring them in finished and just set up the tablescape.

THEME:

Adventures of Wisconsin's Winter Wonderland

Create a tabletop setting using a prop or props, fresh flowers, greens, and dried materials. Create a tabletop display depicting a favorite winter wonderland adventure here in Wisconsin. The design will be on a 72" round with white tablecloth. The design must not hang over the sides of the table and must not be taller than 48" from the top of the table. All materials are permitted except permanent botanicals. Exhibit must be secure with solid construction/mechanics to withstand seating and movement of guests, touching and handling of judges. Participating shops will be responsible for teardown of their table on Sunday at end of convention. WUMFA bears no responsibility for damaged or stolen items.

DESIGN CONTEST REGISTRATION

If you are interested in entering any of the design contests go to www.wumfa.org, click on the upcoming events tab and download the Design Contest registration package which will have the divisions, themes and rules.

Also be sure to check the box on the registration form and send in your entrance fee. Register by 3/28/16 or at the door.

If you have any questions please contact the Design Contest Chairperson: Phil Meyer, AIFD, at flowerattitude@hotmail.com.

WFF Announces 2015 Donors

The Wisconsin Florist Foundation has released the names of those companies that have supported the group's educational efforts during 2015. The Foundation and the Wisconsin & Upper Michigan Florists Association are partners in furthering educational opportunities. The foundation board consists of current

and retired industry members and annually awards grants and scholarships based on the funds collected and earned through its trust. WUMFA members directly benefit by enjoying lower fees for classes. WFF also contributes to educational programs at the WUMFA annual convention.

To contribute to WFF call the WUMFA office at (517)253-7730 or toll free at (844) 400-9554. You can make a contribution in memory of someone, in honor of an event, create a scholarship in someone's name, or set up a trust or donation on behalf of yourself or someone else. Contributions are tax deductible. ✨

PLATINUM

The Flower Studio
David Geurden, AAF
Rojahn & Malaney Co.
Wantas Floral and Gift
Waukesha Floral & Greenhouses

GOLD

Schroeder's Flowers, Inc.

SILVER

Floral Consultants
George's Flowers, Inc.
Karthaus & Sons
Bo-Jo Creations

BRONZE

Centerway Floral Shop
Parmentier's Ninth Street Floral
Rosa's Floral Creations
Memorial Florists



2016 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

FRIDAY, APRIL 1, 2016

9:00 a.m. - 8:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:30 a.m. - 4:30 p.m.	All Day Hands-On Workshop # Events with Jacob Jacob McCall Sponsor: FTD	Huron
6:00 p.m. - 8:00 p.m.	Design Contest Registration	Tuscarora
6:00 p.m. - 8:00 p.m.	Trade Show Reception	Turtle/Wolf
7:30 p.m. - 9:30 p.m.	Live Music with The String Along String Band Brian Karthaus and friends Sponsor: Wisconsin Florist Foundation	Turtle/Wolf

SATURDAY, APRIL 2, 2016

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
8:00 a.m. - Noon	Design Contest Registration	Tuscarora
9:00 a.m. - 10:00 a.m.	Main Stage Design Show Plants Mean Profit! Marty Loppnow Sponsor: Karthaus & Sons, Inc.	Wolf
10:15 a.m. - 11:00 a.m.	Business Session Marketing to the Affluent Rick Rivers Sponsor: FloristWare	Wolf
11:00 a.m. - 6:00 p.m.	Trade Show Open	Turtle/Bear
11:00 a.m. - 6:30 p.m.	Raffle Open on Trade Show Floor	Wolf
11:00 a.m. - 12:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
9:00 a.m. - 5:00 p.m.	Book Fair Open, Registration Desk	Entrance Three Clans Ballroom
12:30 p.m. - 1:15 p.m.	Designer of the Year Run Off	Wolf
12:30 p.m. - 2:30 p.m.	Hands-On Session Lasting Memories Jerome Raska Sponsor: Teleflora	Huron
1:30 p.m. - 2:30 p.m.	Business Session Building Better Corporate Sales Rick Rivers Sponsor: FloristWare	Wolf
2:00 p.m. - 6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom

SATURDAY, APRIL 2, 2016 (continued)

2:30 p.m. - 3:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
3:30 p.m. - 4:30 p.m.	Main Stage Show Weddings Are Very Special Events!! Alice Waterous Sponsor: Smithers-Oasis, Wisconsin Florist Foundation	Wolf
4:30 p.m. - 6:30 p.m.	Tips and Tricks on the Trade Show Floor	Turtle/Bear
6:30 p.m. - 7:00 p.m.	Hall of Fame Reception	Wolf
7:00 p.m. - 9:30 p.m.	Recognition and Awards Banquet	Wolf

SUNDAY, APRIL 3, 2016

7:30 a.m. - 4:30 p.m.	Registration Desk / Book Fair Open	Entrance Three, Clans Ballroom
7:30 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:00 a.m. - 10:00 a.m.	Hands-On Session Decorative, Radial, Waterfall or Free Form? Alice Waterous Sponsor: Smithers-Oasis, Wisconsin Florist Foundation	Huron
9:00 a.m. - 10:00 a.m.	Business Session Marketing Like the Fortune 500 Rick Rivers Sponsor: FloristWare	Wolf
10:30 a.m. - 11:30 a.m.	Main Stage Show Trend Forward Weddings Jacob McCall Sponsor: FTD	Wolf
11:30 a.m. - 3:30 p.m.	Trade Show Open	Turtle/Bear
11:30 a.m. - 1:30 p.m.	Raffle Open, Trade Show Floor	Turtle/Bear
11:30 a.m. - 12:30 a.m.	Trade Show Shopping Time	Turtle/Bear
12:30 p.m. - 1:30 p.m.	Annual Meeting, Lunch Served	Wolf
1:30 p.m. - 2:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:15 p.m.	Raffle Winners Available, Raffle Tables	Wolf
2:30 p.m. - 3:30 p.m.	Main Stage Design Show Putting the "Fun" in FUNeral Design Jerome Raska Sponsor: Teleflora	Wolf
3:45 p.m. - 4:15 p.m.	Auction	Wolf

Adventures in Wonderland Banquet

Join fellow WUMFA members at the annual Awards and Recognition Banquet.
Saturday, April 2, 2016, 6:30 p.m. to 9:30 p.m., Wolf, Radisson Hotel.

Additional Fees Apply

*Help WUMFA recognize outstanding industry leaders at the banquet.
We will celebrate Hall of Fame winners, scholarship winners, and design contest winners.
Join your friends and colleagues and enjoy good food, laughter and networking.*



WUMFA 2016 Annual Convention Registration Form

April 1-3, 2016 • Radisson Hotel and Conference Center Green Bay • 2040 Airport Dr. • Green Bay, WI 54313

Please write names legibly, and exactly as they should appear on badges.

Shop Name _____ Phone _____

Submitted By _____ Fax _____

Address _____ E-mail _____

City/State/Zip _____ Alternate Contact Number _____

All employees from the same shop may register on the same form. Please print clearly, and list e-mail addresses for attendees when possible. These will be used to confirm attendance and inform attendees of important on-site information. Please duplicate this form as necessary.

Volunteering: If you are interested in volunteering your time on-site, please call (517) 253-7730.

Discounts: After the first five registrants, a \$85 weekend pass reduced rate applies for weekend passes.

Students: Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.

Cancellation Policy: Requests for refunds must be received by March 11, 2016 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 11, 2016 will not be refunded.

Member

Non-Member (To become a member, visit WUMFA.org)

	Saturday Only Includes Entrance to Exhibits, Main Stage, and Business Sessions	Saturday Only – Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Sunday Only Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sunday Only – Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Optional Events			Table Top Competition Members Only Event, \$60 at the Door	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$10 Preregister Each Theme or \$15 Each at Door	TOTAL ALL EVENTS	
	\$50	\$20	\$75	\$30	\$95	\$50	Friday	Saturday	Sunday	\$30	\$10ea.		
1. _____	\$70	\$30	\$95	\$40	\$115	\$65	\$195	\$50	\$40	\$50	\$30	\$10ea.	
email: _____							\$245	\$75	\$40	\$75			
2. _____													
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3. _____													
email: _____													
4. _____													
email: _____													
5. _____													
email: _____													
6. _____													
email: _____													

If you would like to volunteer please contact the WUMFA office at (517) 253-7730.

HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Complimentary breakfast buffet in the Pine Tree Grill for all overnight guests. Call (800) 333-3333 or direct (920) 494-7300 to make a reservation. Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to insure the rate of \$95.00. Reservation must be made by March 18, 2016 to insure the group rate.

PAYMENT

I will send in a check I will be paying by credit card: Visa MasterCard Discover Card American Express

Cardholder Name (please print) _____

Card Number _____ Exp. Date _____ CSC _____

Billing Address _____ City/State/Zip _____

Cardholder Signature _____

REGISTRATION TOTAL

Check Credit Card

AIFDSCHOLARSHIPS

AIFD Scholarship Deadline Is January 31

The American Institute of Floral Designers Foundation has announced that completed applications for scholarships and grants must be received by January 31, 2016.

Symposium Scholarships

Symposium scholarships up to \$2,000 are granted each year to a non-AIFD floral designer who needs financial assistance to attend their first AIFD National Symposium. Only those who

have not attended the symposium will be considered. Individuals already involved in the AIFD PFDE accreditation process or approved for AIFD Induction will not be considered.

Student Scholarships

Undergraduates in junior colleges, colleges, and universities pursuing courses directly related to retail floriculture with specific emphasis on floral design as a profession are eligible for a yearly award of up to \$2,000.

AIFD Foundation Grant

AIFD Foundation Grants are project based with goals related to the floral industry.

Go to aifdfoundation.org to review the individual application forms outlined with additional eligibility and application requirements. ✿

North Central AIFD Scholarship Deadline

The North Central AIFD Chapter has announced a new scholarship and a new application deadline. All applications must be received by January 31, 2016.

A new student scholarship has been established to honor Bob Friese, AIFD, who has given generously to educate students. The Robert H. Friese scholarship offers students a chance to be evaluated on an equal level with other students. It can be used for classes or the AIFD Symposium.

The AIFD Memorial Scholarship for 2016 provides funds for floral events, educational classes, or school while the Symposium Grant covers premium registration for the 2016 symposium.

For information email aifd.ncscholarshop@yahoo.com or contact Colleen Carr at (517)404-3343. ✿



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DESIGNCOMPETITION

Announcing Bobbi Cup 2016 Competitors

A record number of entrants will compete in the 5th annual Bobbi Cup Design Competition scheduled to be held live on stage at the Chicago Flower & Garden Show, March 12, 2016.

The contestants are Laura Daluga, AIFD;

Laurel Hollopetter, AIFD; Susan Huelsman, AIFD; Casey Murdough, AIFD; Toni Piccolo, AIFD, CFD, and John Windisch, AIFD, CFD.

The competition is conducted by the North Central AIFD chapter. Additionally, the chapter will present a brand new

garden on the main show floor, another main stage presentation, and a new student competition. ✿

Those wishing to volunteer to help at the show can email Loann.Burke@juno.com or text (937) 430-0299.

MFA Professional Education Center

Proms, Mother's Day, Weddings

QUESTION:

Name three important things happening every spring?

ANSWER:

Proms, Mother's Day and Weddings

Sharpen your knives, scissors, snippers and skills by taking a hands-on MFA "flowers to wear" class in your area. Lapels, wrists and "Sunday Best" all deserve beautiful floral embellishments for these important spring events. Hand-on classes are the best way to get up to speed as the spring rush begins.

Practice with cold glue, decorative wire, glitz and glam, be ready for a busy season ahead. Up to date styles and skills will save you time, help put cash in the bank and keep customers coming back.

Host facilities are scattered throughout Michigan enabling you to find one nearby. Whether you are starting out, or simply need a boost, this hands-on class is a must.

Included in the class are: all fresh product, cold glue, decorative wire and accessories.

Bring your own scissors, knives, wire snips and needle-nosed jewelry pliers.

Member \$40 • Non -Member \$60

Limited to 25 attendees per workshop

Monday, March 21, 2016 • 6:00 to 9:00 p.m.

Alanson Public Schools

7400 North Street, Alanson, MI 49706

Instructor: Jackie Burrell, AIFD, CF,CFD

Tuesday, March 22, 2016 • 6:00 to 9:00 p.m.

Nordlie's, Warren

25300 Guenther Road, Warren, MI 48091

Instructor: Shelley Adair, CF

Wednesday, March 23, 2016 • 6:00 to 9:00 p.m.

Nordlie's, Grandville

4611 Ivanrest Ave. SW, Grandville, MI 49418

Instructor: Alice Waterous, AIFD, CF, CFD, PFCI

Wednesday, March 30, 2016 • 6:00 to 9:00 p.m.

DWF

5100 Exchange Drive, Flint, MI 48532

Instructor: Laura Parker, AIFD, CF

Wednesday, April 6, 2016 • 6:00 to 9:00 p.m.

Patterson Flowers

216 Maple Street, Big Rapids, MI 49307

Instructor: Jackie Burrell, AIFD, CFD

Wednesday, April 6, 2016 • 6:00 to 9:00 p.m.

Rokay Floral

1125 Hill Brady Road, Battle Creek, MI 49037

Instructor: Doug Bates, AIFD, CF, CFD

Introduction to Design

Member \$1000 • Non-Member \$1250

Wednesday Evenings, April 27, 2016 - July 20, 2016

Time: 6:00 p.m. – 9:00 p.m.

Instructor: Cindy S. Ching, AIFD, CF

Includes all Flowers/Supplies

This comprehensive course will introduce beginning students to the exciting field of floral design. Principles and elements of design, proper mechanics of construction, care and handling of fresh materials and use of color are the focal points. For those desiring to become a Certified Florist, this class is a great first step. Time will be divided between lecture and hands-on design. All materials are included in the course fee and students will have a completed design to take home each week. Topics include: vase arrangements, symmetrical triangles, asymmetrical triangles, and horizontal centerpieces, round designs, hand-tied bouquets, corsages, and boutonnieres. The class will meet from 6:00 pm to 9:00 pm every Wednesday for 12 weeks beginning April 27. except the week of May 4 for Mother's Day. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited course enrollment of 12 will ensure that each student receives personal attention.

Intermediate Floral Design

Member \$1000 • Non-Member \$1250

Thursday Evenings, April 28, 2016 - July 21, 2016

Time: 6:00 p.m. – 9:00 p.m.

Instructor: Cindy S. Ching, AIFD, CF

Includes all Flowers/Supplies

This course builds upon the foundation of the basic design course. The focus will be on the information presented in the Certified Florist (CF) Manual with the goal of preparing students to take the CF examination. (Students who do not wish to take the CF exam will still be welcome.) The CF manual is the text for this course. You may purchase this manual at www.michiganfloral.org or call (517) 575-0110. This manual is recommended but not required. All other materials will be included in the registration fee. Time will be divided between lecture and hands on design. A sample test will be given on each topic. Lecture topics include: care and handling of flowers and plants, product identification, customer relations, sales, delivery, marketing, accounting, display, and intermediate floral design. Design topics include: vase arrangements, bridal bouquets, corsages, boutonnieres and sympathy. Designs will incorporate the contemporary techniques of grouping, layering, basing, framing, and many more. Each week you will take home your designs. The class will meet every Thursday for 12 weeks beginning April 28 except week of May 5 for Mother's Day. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited course enrollment of 12 will ensure that each student receives personal attention.

DESIGN TIP 'Plant' New Ideas for the New Year

BY DOUG BATES, AIFD, CF, CFD
FLOWERS BY VOGT'S, STURGIS, MI
2015 MFA ACADEMY WINNER

A new year can mean a new look for your customers. After all the dazzling excess of the holidays, there is comfort in cleaning out, paring down, and starting the year with a fresh, clean palette. You can help your customers achieve this look with an offering of unique, stylish plants and containers.

Think calathea, aglaonema, or bird's nest fern. Orchids of many varieties make a strong statement, especially when presented in a way most consumers haven't seen. And that's what I'd like to share with you: Orchids in gel beads!

Gather your materials: a clear glass vessel, a beautiful orchid plant, deco beads, and clear cellophane. Simply prepare the beads per package instructions, and fill your container with

them. Pull the orchid from its grower's pot and wrap it in the cellophane (this keeps your water from getting nasty) and submerge it into the deco beads. Then, dress it up just a bit, as I hope you ALWAYS do before it leaves your shop, and you have a stylish and modern plant presentation.

Here's to an exciting and prosperous New Year! ✨



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SEEKING DONATIONS

MFA Scholarship Committee Seeks Donations for the 2016 Raffle: Help fund the MFA Scholarship program with a donation to the Silent Auction. All kinds of items are needed. Electronics,

tools, sporting equipment, as well as any floral related products. For more information on how to donate call the MFA office at (517) 575-0110 or go to www.michiganfloral.org/mfa_scholarship.html and download a Silent Auction donation form (PDF file).

the professional florist

The Professional Florist (ISSN 2150-8658, USPS 008593) is the official membership publication of the Michigan Floral Association, 1152 Haslett Road, Haslett, MI 48840. All membership dues include a \$50 subscription fee. Non-member subscriptions are available at the same rate for selected research, publication and related personnel. *The Professional Florist* is published bi-monthly for members of the Michigan Floral Association.

Periodicals postage paid at Haslett, Michigan and other additional offices.
POSTMASTER: Send address changes to *The Professional Florist*, P.O. Box 67, Haslett, MI 48840. Phone: (517) 575-0110. FAX: (517) 575-0115.

The Michigan Floral Association is not responsible for statements or opinions published in *The Professional Florist*. They represent the views of the author and are not necessarily the views of MFA or its staff.

MISSION STATEMENT

To provide education and professional partnerships which help to position Michigan Floral Association members at the forefront of the floral industry.

★ Important Reminder ★

MFA Scholarships!

Certified Florist/Great Lakes Floral Expo Scholarships

These scholarship awards will be up to \$500.00. They may be used for Great Lakes Floral Expo registrations with the exception of the Saturday evening recognition banquet and/or one Certified Florist manual with one round of testing that must be completed within the time frame of the scholarship. You may also apply for one of three Certified Florist scholarships sponsored by the FloraCraft Corporation.

New Hands On Workshop Scholarships – Applications accepted all year

These scholarships will be up to \$1000.00. This scholarship may be used to attend a MFA Hands On Workshop.

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