

Volume V 2016

the professional florist



**2016 Fall
Regional
Meetings Are
Ready**

**Preparing
for the
Prom Season**

**Getting
"Inspired" at the
AIFD Symposium**

**Preparing for the
Spring Holidays**

**Special
Promotions
for More
Spring Sales**

**DIAMOND AWARD
WINNING PUBLICATION**





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Jackie Lacey



Donald Yim



Anthony Swick

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Volume V 2016

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Ann Arbor, Ypsilanti, MI
2014 GLFE Design Contest

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Michigan Floral ASSOCIATION

1152 Haslett Road, P.O. Box 67, Haslett, MI 48840
(517) 575-0110 • (517) 575-0115
rod@michiganfloral.org
www.michiganfloral.org

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LEADERSHIPREPORT

2016 Fall Regional Meetings Are Ready... All We Need Now Is You!

BY ROD CRITTENDEN, MFA EXECUTIVE VICE PRESIDENT



The Michigan Floral Association Board of Directors has put together seven great regional opportunities to get together, learn and network this fall. The meetings have been scheduled in the following cities: Ypsilanti, Gaylord, Saginaw, Kalamazoo, Romulus, Grand Rapids and Lansing.

The idea is to meet at a relaxing venue, not too far from your shop, where you and your co-workers can grab a beverage and a bite to eat, then share ideas and learn. You'll take home information and concepts that you can implement in your business in the near future if not the very next day.

The meeting formats are mixed between business round table sessions and design presentations. Business session topics scheduled for discussion will include but are not limited to: Branding, Social Media, Fresh Ideas to Help You Now, Holiday Best Practices, and Bridging the Gap Between Florists and Rental Shops. Design presentation topics include; Bohemian Designs, Creating "WOW" On A Budget, Don't be "SPOOKED" by Fall and Everything's Coming Up Roses.

The meetings are open to both members and non-members and will provide useful information for both business owners and their employees. You are invited and encouraged to bring a co-worker or industry friend. Here's the meeting schedule, location and topics for Fall 2016.

- **YPSILANTI – Thursday, August 25, 7:30 p.m. - 9:00 p.m.**
Business Round Table Discussion: **"Branding, Social Media, Fresh Ideas to Help You Now!"** with Tim Galea. Norton's Flowers & Gifts, 2900 Washtenaw Ave, Ypsilanti, MI.
- **GAYLORD – Wednesday, September 28, 6:00 p.m. - 8:30 p.m.**
"Bohemian Designs" with Derek Woodruff, AIFD, CF, PFCI. BJ's Restaurant, 990 North Center Avenue, Gaylord, MI 49734. \$10 per person. Food and drink on your own.
- **SAGINAW – Tuesday, October 11, 6:00 p.m. - 8:00 p.m.**
"Creating WOW On A Budget" with Kim Herbers. The Cove in Uno's Pizzeria, Sheraton Four Points (off I 675), 4960 Towne Centre Rd., Saginaw, MI 48604. \$10 per person. Food and drink on your own.

- **KALAMAZOO – Tuesday, October 11, 6:00 p.m. - 8:30 p.m.**
"Don't Be SPOOKED By Fall" with Robbin Yelverton, AAF, AIFD, CF, PFCI. Jac's Cekola's Pizza, 7638 S Westnedge, Portage MI 49002. \$10 per person. Food and drink on your own.
- **ROMULUS – Wednesday, October 12, 6:00 p.m. - 8:30 p.m.**
"Everything's Coming Up Roses" with Jerome Raska, AAF, AIFD, CF, PFCI. Mayesh Wholesale, 35935 Ecorse Road, Romulus, MI 48174. \$10 per person. Food and drink provided.
- **GRAND RAPIDS – Wednesday, October 26, 6:00 p.m. - 8:00 p.m.**
Business Round Table Discussion: **"Holiday Best Practices"** with Kiersten Schulte, Allison Ludema and Marisa Rakowski, CF. Downtown Market Grand Rapids, 435 Ionia Ave., Grand Rapids, MI 49503. \$10 per person. Food and drink on your own.
- **LANSING – Wednesday, November 2, 6:00 p.m. - 8:30 p.m.**
"Bridging the Gap Between Florists and Rental Shops" with Andrew Maglio and Scott Awad, AIFD, CF. Events To Rent Inc., 144 North Harrison Road, East Lansing, MI 48825. \$10 per person. Finger foods, hors d'oeuvres, cheap wine.
I sincerely hope you are able advantage of these great opportunities. To register for one or all of the regional meetings simply call (517) 575-0110, email cindy@michiganfloral.org, or visit www.michiganfloral.org (events tab). ✻

Four MFA Board of Directors Positions Up For Election in 2017

Michigan Floral Association members interested in serving on the MFA board of directors can submit their names to the MFA office by December 9. Board positions up for election in January 2017 are: Region 1, Region 5, Region 6 and At Large.

Regional directors are active members from within their respective regions and are chosen by the active region members. At Large directors are active members of the association and elected by all active members. Each serves a three year term.

For more information contact Rod Crittenden at rod@michiganfloral.org, or call the MFA office at (517) 575-0110.

Welcome New MFA Members!

Associate Membership

Heather O'Hearn

Saginaw Valley State University

7400 Bay Road, University Center, MI 48710

Phone: (989) 964-4348

www.svsu.edu

Active Membership

Martin's Flowers On Center

Martin Van Til, AIFD

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PROMFEATURE

Preparing for the Prom Season

BY TERESA CYTLAK, RIDGEWAY FLORAL
THREE RIVERS, MICHIGAN

Prom at Ridgeway Floral starts in March or April. Even though we sell a lot of keepsake bracelets, many of our customers still purchase the elastic bands with the metal corsage base. After many years of hearing that the metal base hurts their arms, we now attach a piece of felt to the metal base. This is something our non-designers do when there is down time in the early spring months.

The dazzle and large selection of prom accessories is displayed starting the first of April. If it sparkles and glistens, it is color coordinated using clear votive cups, wine glasses, cubes, pedestal candy dishes and inexpensive silver-toned trays.

Besides the traditional gems, rhinestones and pearls, bead garlands are also displayed in silver, gold, purple, aqua, hot pink, etc. Leftover accessories from Christmas are cut apart into corsage sizes and priced. I'm always looking for something unique that can be added to corsages and boutonnieres when out and about. Photos of our own work are displayed among the accessories at the front desk. Pictures of your designs should also appear on your website and Facebook page.

After many years of having an associate who is going thru prom for the first time, we have made up our own prom order form. These are on 8 1/2 by 11" paper. Using a thick magic marker we print the purchaser's name on the bottom of each sheet. This system has cut down on questions between the associate who takes the order and the designer.

To keep all prom dates separate, deep plastic bins are used and put on the sales counter for easy access. When prom orders are taken, everything chosen is pulled out at that time and placed in a snack size plastic bag stapled to the order. Everything means all the ribbons, the wristlet, beads, pearls, feathers, decorative leaves and whatever else has been purchased, no frantic search at the last minute. By the way, for us, tulle is making a comeback.

In down time we also premake boutonniere bases and corsage bases out of decorative wire. We do special orders, but try to sell from the premades. This year we sold a lot of decorative boutonniere bases utilizing Fitz Design magnets. Our sales associates would describe to customers how easy it is to attach and wear, and, more often than not, the customer would choose that option.

One of our key sales associate is 18 years old, and young prom attendees relate well to her. One thing I found that helped her sell corsages and boutonnieres was to have her make a few so she could see for herself how the items and colors were working together as a finished product.



At the end of each day when associates have 15 or 30 minutes between the last order being made and time to go home, they pick out a prom order, make up the ribbon with some artificial leaves, and attach it to the wristlet. Then the order is placed with the accessory bag still on the back of the order in empty fresh product flower boxes.

The long boxes can be crisscrossed on top of each other to save space. By the time the prom dates arrive nearly all of the corsage bases completed. At this time a count is made on a tally sheet to see how many and what color blooms are in the corsages so we don't oversell.

When we do prom orders, Friday pickups are designed first with the Saturday orders separated by flower type and color. After much trial and a lot of errors, which no one likes, we have tweaked this system and it works well for us.

The person packaging the finished prom orders has the responsibility to read the order and make sure everything has been included in the completed designs. Then they pick up the corsage or boutonniere, turn it up side down and shake it to make sure everything is secure. We want it to fall apart here if is going to, not after someone has picked it up. Then is bagged and place in the cooler alphabetically by last name.

By following these steps, we are able to make sure our customers get prompt service and a finished design that pleases them. A well trained, customer oriented staff who understands and supports prom planning has made prom season successful for Ridgeway Floral. ✿



AIFDSYMPOSIUM



Jacob McCall, AIFD, commented the floral display representing "The Lion King".

Getting "Inspired" at the AIFD Symposium

BY ALICE WATEROUS, AIFD, CF, PFCI, GRAND HAVEN, MICHIGAN
Photos courtesy Florist Review, and AIFD.

Education and inspiration are the main objectives of every AIFD Symposium and both were accomplished in Anaheim at this year's gathering.

Chairpersons Lori Novak, AIFD, and Tom Simmons, AIFD, led an amazing team of 44 committee chairs, 54 presenters and countless volunteers to create classes and stage programs.

Hands-on classes offered included "Balance" by Carol Caggiano, AIFD; "Bridal Bouquets" by Beth O'Reilly, AIFD; "Wire Work" by Deb Schwarze, AIFD, and "Armatures" by Frank Feysa, AIFD. The classes were each repeated three times over two days.

An early bird program by Pat Scace, AIFD, examined Principles and Elements of Design. She is supervisor of floral display at the Missouri Botanical Garden in St. Louis.

Partners Expo continues to be an amazing array of floral design and floral related products exhibited in spectacular, creative ways.

Next, Ukrainian born paper artist Balushka, whose studio is in Houston, Texas, demonstrated her skills creating oversized paper flowers suitable for large displays. Her work is often used in merchandising, fashion and trade shows, special events and home décor.

Jacob McCall, AIFD, presented "Remembering The Magic", a large scale tribute to some of the most popular animated Disney films. He is director of design and operations for InBloom in Orlando and a former Disney "Prince Charming".

Malaysian floral artist Eunice Teo Khee Choo, AIFD, introduced "Burgeoning From My Roots" celebrating her various design influences from Japan, Europe, Asia and the US. Trained as a pianist, she found her passion in floral design at an early age. She continues to both be a student and teacher in her chosen field.

"Catalyst For Inspiration" was an ensemble program with Paul Jaras, AIFD; Suzanne Law, AIFD, and Brenna Quan, AIFD. Each explored diverse viewpoints of design from fashion to

architecture, interiors to celebrations, all with their unique styles and a strong floral focus.

Stacey Carlton, AIFD, and Shawn Foley, CFD, charmed the audience with their "Couture Collective", featuring floral fashions/accessories worn on the runway by several perky models. Their commentary focused on construction tips with additional ways to use floral and other organic materials to create wearable art. A number of their creations were donated to the AIFD Foundation auction.

"Inspiring Weddings of Tomorrow" presented by Bobby Eldridge, AIFD, and Michael Gaddie, AIFD, was a collective of ideas. They regularly collaborate, even though they each own separate shops in nearby towns. Between their two shops, they produce over 350 events each year.

Michigan Floral Association member Helen Miller, AIFD, joined with Julie Poeltler, AIFD, and Cindy Tole, AIFD, to celebrate "The Times Of Our Lives". They gave floral interpretations of lovely, meaningful, moments such as a ladies tea, birthday parties and other milestones.

Five of England's best, Julie Collins, MDPF; Katheryn Delve, ACIB; Jo Jarvis, AIFD; Tina Parks, AIFD, and Amanda Randell, MDPE, took us on "A Floral Bridal Journey". Each demonstrated bouquet styles from Edwardian times through to Princess Di, then gave their own interpretations inspired by bouquets from the past.

"Three Points of View" were expressed by Gerry Gregg, AIFD; Greg Lum, AIFD, and Jeremy Trentleman, AIFD. Each shared their signature styles from elegant organic to ethnic inspiration to eclectic versatility.

Leopoldo Gomez, a fresh talent from Mexico, shared his "Sources of Inspiration", combining flowers, fruit and natural fibers to delight the senses. From a family whose business is catering, he began as a floral design student because he was the only one able to take the class when offered. He discovered an innate skill and form of expression and has been working with flowers ever since.

Concluded on page 8



Greg Lum, AIFD, presented this piece the "Three Points of View" session.



Gerry Gregg, AIFD, delivering his final piece, "The Finish Line," in "Three Points of View".



Jerry Trentleman, AIFD, created symmetry in the "Third Point of View".



Leopoldo Gomez presented "Sources of Inspiration."



One of the designs in the "Couture Collective" by Stacey Carlton and Shawn Foley.



Michigan's Helen Miller, AIFD, co-presented "Times of our Lives."



Mayesh Wholesale's exhibit.

Continued from page 7

Julia Kim, AIFD, of Korea presented "Flowers With Soul". Her designs, although mostly large scale, often possessed an ethereal quality. Her precise, intricate creations would easily bring pleasure and draw admirers in public spaces. Rene van Rems, AIFD, assisted her onstage with commentary.

Sixty seven inductees became AIFD in Anaheim. Representing the USA,

Canada, South Korea, Vietnam, Japan and Mexico each were welcomed on awards and induction night. Melinda Lynch, AIFD, and Michael Quesada designed the induction ceremony, dinner and dance "Inspiration Through Diversity" expressing the theme with tropical décor.

Retiring President Joyce Mason-Monheim, AIFD, was honored at the leadership gala "Fill Your Sails With Inspiration". Floral décor team leaders were Janet Gallagher, AIFD, instructor at Kishwaukee College, Malta, IL, and Bill McKinley, AIFD, lecturer at Texas A&M University.

Vital to every symposium is SAIFD student involvement in the design room as well as the student competitions held each year. These activities are valuable additions to their education and help inspire students to pursue floral careers. ❁

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Michigan Teleflorists Spread Smiles with Be Happy® Bouquets

Almost 1,400 Be Happy® Bouquets were distributed by the Michigan Teleflora Unit during Make Someone Smile® Week. The Be Happy® Mugs, provided free of charge by Teleflora, went to VA hospitals, nursing homes, rehab centers, police stations and churches among other destinations. The arrangements featured bright yellow daisies and white roses. Local wholesalers and growers donated the flowers and greens.

Developed by Teleflora in 2000, Make Someone Smile® Week has grown to become a most successful cause-related initiative. In 2015, member florists delivered more than 20,000 arrangements in 100 cities and 300 facilities throughout the United States and Canada, and involved over 1,000 florists. ✿



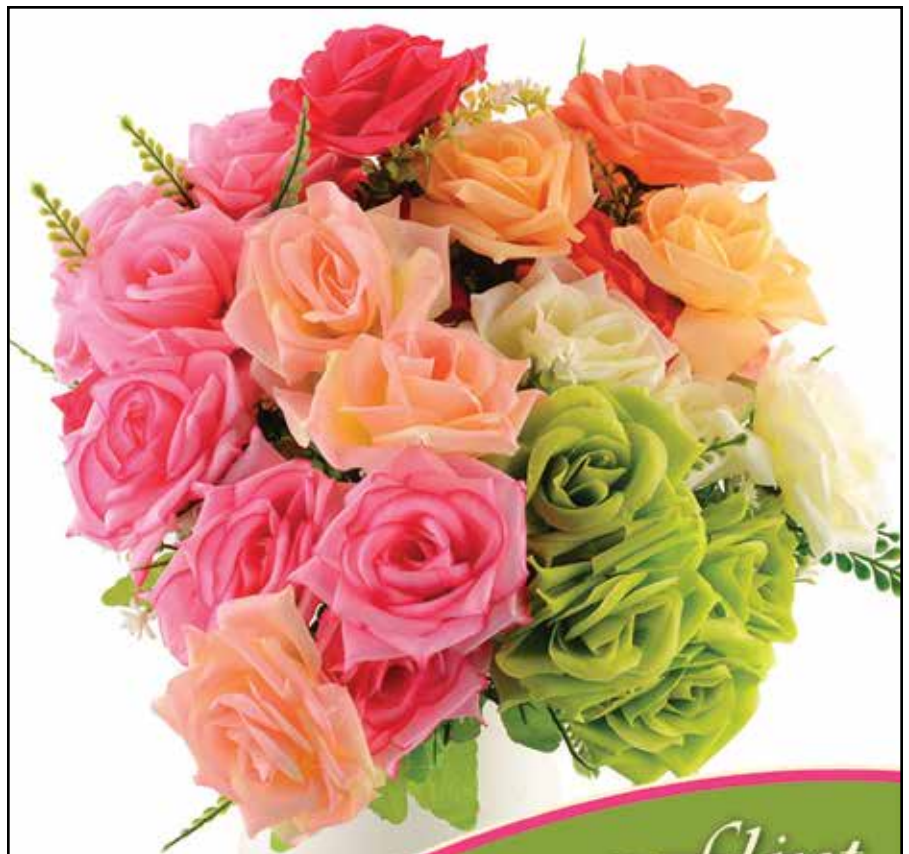
Helping design and distribute the Be Happy® Bouquets were officers from the local US Air Force recruiting office. From Left, Sgt. Joe Glosso, Sgt. Jessica Welch, Michigan Floral Association's Jeannette Gaudreau Ballien, and Sgt. Henry Edwards. Also helping were Girl Scout Troop #50334, Boy Scout Bears Den #3328 and their leader/den mother Renee Mousseau, USAF retired.

Thank You to AIFD

The Michigan Floral Association and the Wisconsin and Upper Michigan Florists Association wish to thank AIFD for its continued effort in providing educational opportunities to association members.

Every year AIFD gives state associations a complimentary general symposium registration. This year members submitted bids through a silent auction conducted in an eblast. The money goes into the associations' scholarship funds.

This year WUMFA's Denise Gerke, AIFD, PFCI, and MFA's Alice Waterous, AIFD, CF, PFCI, submitted the winning bids.



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MEMBERPROFILE

Smith Floral Continues a 113 Year Tradition

BY BARBARA GILBERT, EDITOR

Keeep Calm and Carry On was a phrase used by the British government to keep up public morale during World War II.

When her husband died unexpectedly, Karen Smith had the daunting task of carrying on and running Smith Floral and Greenhouses, a 113 year old business located in Lansing, Michigan.

Her husband Charlie Smith was a well known and beloved figure in the Michigan floral industry. When he died on August 20, 2015, at the age of 71, he was described



Charlie Smith posing with his 2015 Retailer of the Year award.

Aerial view of Smith Floral and Greenhouses.



as “a most caring man, a good friend, and someone who knew everyone”. He and the shop were a staple of the Lansing community, always willing to lend a helping hand. He also was honored by the Michigan Floral Association with the Retail Florist of the Year Award in 2015.

The shop has been honored by FTD with a plaque recognizing their 100 years of service, only one of a select number of florists in the country to have been a member of FTD for that length of time. They are also in the top 250 Teleflorists in the nation.

Karen and Charlie were married for 30 years but her dedicated involvement in the industry only began six years ago when she started working at the shop part-time. Prior to that she was the Communications Director of Human Services for the State of Michigan. She retired from that job in 2005 and then worked part-time at Michigan State University.

Now, as part of running the shop, she does all the plant ordering and oversees the greenhouse operation. “Essentially I learned on the job from the best,” she said, commenting on her husband who she described as a real character and the nicest guy you would ever want to meet.

She is also “blessed” to have the dedicated commitment of their 25+ year manager



Santa visits with Karen Smith, left, daughter Abby Meyer seated in sleigh, the late Charlie Smith, seated, and son Spencer Smith.

Duane Humphrey. “Duane has been critical to our ability to continue on as a quality floral partner in this community,” she added.

The business was started in 1905 by Charlie Smith’s grandfather and uncle purely as a greenhouse operation. Later his grandfather and father branched out into the flower shop which Charlie took over in the 1980s. He had worked in the greenhouse as a child, went to MSU, did a stint in the service, and then came back to take over the business when his father got ill.

The greenhouse operation initially was set in downtown Lansing. As Karen explained, “They had to move it because of flooding every year which is obviously not good for Easter lilies and other plants. So, in 1912, it moved to its present location at 1124 E. Mount Hope Ave. The flower shop was at three or four locations in downtown Lansing before the current building was erected in front of the greenhouse in 1950.”

The entire operation covers a little over four and a half acres in the middle of a residential neighborhood, with one acre and a greenhouse devoted to produce. Approximately five houses are used to produce shrub geraniums, annuals, hanging baskets, tropicals and succulents. Poinsettias, mums and annual bedding plants are brought in and finished off on site. Green

Holiday display in the greenhouse full of poinsettias.



MEMBERPROFILE

and blooming plant planters are created in the greenhouse and sold in the shop.

"We had to stop heating all the houses about eight years ago because the fuel bills were astronomical. We have to be smart about what we spend our energy and fuel dollars for with growing," commented Karen.

Growing organic produce and herbs began four years ago as a way of diversifying and bringing in a new customer base. Karen noted, "While the endeavor is not necessarily a big money maker, it has brought in a new set of customers who are concerned about the earth and are extremely committed to locally grown and sourced businesses."

Customer service is the business's number one priority. "Whatever our customers' needs we like to think we have something for everyone! Our employees frequently go above and beyond to make our customers happy. Our staff is very good at listening and being creative. As a full service flower shop and greenhouse we specialize in supplying quality plants and floral arrangements for any event, be it a party, funeral or wedding.

"One thing we take great pride in is doing generational weddings. It is not uncommon to have a bride come in whose mother and grandmother had their wedding flowers done by our shop. I think that is the ultimate compliment and our designers just love this connection to our past."

Additionally, it is not unusual for the shop's designers to satisfy customers' special requests. For example, at a recent memorial service they were called upon to incorporate the deceased's love of Hawaiian print shirts, college football, and Lake Michigan. One arrangement featured tropical flowers and fruits. Another reflected his passion for the lake by featuring a blue sand lake complete with beach, a row boat, pier pylon, and a seagull. A third piece showed off his school colors complete with a metal statue and a football bearing the team name.

The current staff has been together for many years. One designer has 35 years of service, another has been a manager for 25, and several are in the 17 year range. Karen noted, "Some of our staff has worked for us in the past, moved away or had children and then came back. We think of them as family and we believe they feel the same. That's a pretty nice thing to be able to say. Their history is part of ours and vice versa."

The Holiday Christmas Open House held the first Wednesday in December is their most popular promotion. It is followed by



the Children's Open House the next Saturday. This year will mark the 66th event. Children get to take their picture with Mr. and Mrs. Claus who are seated in an antique sleigh.

"Our photographer takes really great candid pictures which we send electronically to the kids. They are free and we encourage parents also to take pictures. In fact we see generations of parents who came as kids to see Santa here and now are bring their children.

"We provide homemade cookies and punch and help our guests kick off the holiday season with beautiful floral displays, holiday home decor and a poinsettia filled greenhouse. It's a nice way to say thank you to our loyal customers." She also pointed out that several greenhouses chock full of beautiful poinsettias under twinkle lights is a perfect way to kick off the holiday season.

In looking at the current state of the floral industry, Karen opined, "In the floral industry today, people so often want what they see online and design work has become kind of a 'paint the numbers' task. To combat this, each month we come up with a moderately priced arrangement that we promote on our homepage and Facebook. The arrangement is for local delivery only and gives our designers an opportunity to spread their wings each month."

Their social media presence on Facebook features new offerings, upcoming sales, and general information that might interest customers. Their website includes the above mentioned locally designed pieces as well as Teleflora inspired designs. Anything posted on Facebook automatically goes on Twitter.

As with other retail florists, Karen feels that succeeding in this economy is tough. "It is the quality of our flowers and plants, our creativity and our excellent customer service that have kept us going. We have chosen not to accept orders from some of the online services because we cannot provide the product value for the reimbursement. A customer receiving an arrangement delivered by us expects it to

be filled to value and we cannot do that for some of these requests. It is our company making the delivery and it is our reputation that we need to be concerned about."

Reflecting on her time so far in the floral industry, she says the favorite part of the job is meeting people. "I like going to wedding shows and talking to brides about their dream wedding and then finding a way to help them fulfill that dream. I had a long career in state government and after work I just wanted to go home and not interact with anyone. It is very different here. I like our customers, I like the fact they see us as "their" florist and greenhouse. I love sharing our company



history with them and taking them on a tour of our facility. I really like interacting with our employees, too. They are great people and have GREAT ideas!"

"You have to love this business to come in early, stay late, and wake up late at night when it is extremely windy wondering whether you will lose a greenhouse roof. People have come out of the woodwork in the last year to help us. Charlie's friends in this industry, our loyal customers and, of course, our staff have made it possible for us to continue the Smith legacy. Doing this job is really a love affair." ❀

SPRINGHOLIDAYS

Preparing for the Spring Holidays

BY TESSA ALEXANDER, TEOBOE FLORIST, TRAVERSE CITY, MICHIGAN

Michigan winters can be downright glacial in their devolution to spring. But even before the last vestiges of Christmas are stored away, the lingering shadows of winter stir us to feverish anticipation and excited planning for the many and varied floral holidays of spring: Valentine's Day, Easter, Passover, Administrative Professionals Day and Mother's Day. Preparing for each of these floral occasions as they trip over one another is like choreographing a complex multi-act play.

By mid January we begin to punt in preparation for the Super Bowl of the floral industry, Valentine's Day. We commence decorating

the store; creating our featured products; scouring the previous year's order lists; paring down or increasing rose counts based on whether Valentine's falls on a weekday or weekend and lining up extra designers, flower processors, clerical help and delivery drivers.

In addition to advertising our web promotions designed to get customers to order early, we offer incentives such as upgrades to a premium version or a free box of chocolates to entice the customer to request delivery prior to "V" day.

Before the rosy blush of Valentine's has faded, the eggs, chicks and Easter bunnies come out as we hop into spring and the task of tending to our greenhouses. In addition to individual customers, we supply several area churches and organizations with Easter lilies, tulips, hyacinths and bulb gardens. These must be constantly monitored to ensure they are at the appropriate stage of readiness, showing enough color but not overblown, moving them from cooler, to greenhouse bench and back again.

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SPRINGHOLIDAYS



Predicting the appropriate quantities of annuals we need requires the skill of a Farmers' Almanac psychic. If the weather is warmer leading up to Mother's Day, we will probably sell more plants. But with predominantly cooler weather, customers tend to order more floral arrangements.

May is traditionally our busiest month of the year with Mother's Day leading the charge as the busiest week on the floral calendar. In addition, we have several area school proms and graduations occurring concurrent with or in the weeks prior to or immediately following the holiday. This, coupled with the sales of our annuals, gives customers a range of choices. But, flowers or plants, whatever the choice, our staff triples and the joyous May madness and mayhem is too soon upon us.

With spring's whispered promise of warm days ahead most of us yearn to get our plants in the ground and are impatient to see those longed for bursts of color. Up here in Northern Michigan we advise waiting until the end of May to plant to ensure that any chance of frost has passed.

As May draws to a close it's a time to remember those we have lost. For Memorial Day, we create and deliver several standing orders for flowering combination planters to the graves of loved ones and each year we are given the honor to design the wreath that is laid at the Veterans Memorial Park.

As the warm embers of spring fuel summer's rosy glow we welcome the respite from spring's frenetic pace to recharge our bodies and minds. ✿

Meanwhile, we continue ramping up our preparations for Mother's Day, creating floral features, ordering containers, and tweaking the lists of flowers we need to order from our suppliers to execute our ideas.

The Easter blip is barely a bat of the eye before we're celebrating Administrative Professionals Week. With no time to rest on our laurels, our greenhouses are now brimming with annuals, awash in color from hanging baskets and geraniums, begonias, bacopa, lobelia, sweet potato vine, celosia, coleus, statice, spike, alyssum and other plants that we use to create our combo pots.

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CFREPORT



BY CINDY CHING, AIFD, CF

Design Style

An Asymmetrical Scalene Triangle Design

Asymmetrical triangles, those with three unequal sides, are known as scalene. They may have obtuse, acute, or right angles. Scalene triangle designs have a vertical axis positioned off center, with materials placed unequally on each side. These designs are considered informal and appear less contrived and more natural. This arrangement is beautiful and can be done quickly because it has very few flower insertions which will save production time when designing holiday in-store specials. A long lasting design, it has great texture with the heaviness of the gladiolus and the airiness of the lily grass. The midollino stick loops add interest. ✿

Arrangement by
Derek Woodruff, AIFD, CF, PFCI,
Floral Underground,
Traverse City, Michigan,
2014 GLFE Design Contest



CF Flower of the Month

Gladiolus Hybrids

Available Year Around
Frequently used in sympathy work. A bouquet of glads in a glass bowl makes a contemporary statement. Blossoms can be glued together to form composite flowers, "Glammeliars", for wedding work.



CF Tip

Follow basic procedures in care and handling section of the CF manual. Cut 2 to 3 inches off stem. Break off last few buds at tip of stem (about 1") to promote water uptake/opening of blooms. Store upright in overhead light to prevent tips from curving.

CF NEWS

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Del Demaree, Jr., AAF

Wednesday, October 25, 2016

University Club, Michigan State University



Del Demaree, Jr., AAF, is a second-generation owner who took his family business, Syndicate Sales, to new heights.

In 1967 he became president of the company which took off due to his vision and entrepreneurial drive. By this time, products such as the Aquapic, the Design Bowl and Everlastin' Baskets were three widely used staples. In 1968 he introduced Fronzwood containers, the Candelite Cardette and Hoosier Glass. In 1981, the company unveiled a full line of wedding products, and in 1994 began offering floral preservatives and foam, Aquaplus and Aquafoam. Syndicate was the first company to use barcode shipping to add a new level of transparency and accountability into the supply chain. He also pushed Syndicate to become among the first in the industry to implement online ordering. He has an unsurpassed commitment to the floral industry and to the American Floral Endowment. He has led many industry organizations, notably as SAF president and as treasurer for the Wholesale Florist & Florist Supplier Association. He received the American Institute of Floral Designers Award of Merit, WF&FSA's Leland T. Kintzele Distinguished Service Award and was named the MFA Wholesaler Tradesman of the Year.

Tickets are available for this event online at www.michiganfloral.org (Events Tab) or by calling the Michigan Floral Association at (517) 575-0110. Don't miss this exciting evening of fun and fellowship.

The Michigan Floral Foundation supports the industry through various educational opportunities and community enrichment activities. It provides financial aid to those seeking to become a Certified Florist. Contributions are tax deductible. Donations can be made in honor of a birthday or anniversary or in memory of a loved one. To donate contact the MFA office (517) 575-0110 or visit www.michiganfloral.org and click on the MFF in the menu bar.



MichiganFloral
FOUNDATION

DESIGNERSPOTLIGHT

A Memorable Mother's Day Idea

BY JASON RUDICIL
EASTERN FLORAL, GRAND HAVEN, MI
2016 MFA DESIGNER OF THE YEAR

This Mother's Day treat is a fun, sassy, colorful design. The container is a perfect size for use in multiple home locations. Strands of lily grass coming out the top draw attention to the design. Flowers are anchored on a piece of Oasis® surrounded by flat stone to hide the mechanics. A gerbera daisy, green trick dianthus, purple stock and hot pink roses complete the arrangement but depending on the recipient any flowers could be used. If you do not have lily grass, try using a few clusters of bear grass with knots tied at the end. Mom will never forget it! ✿



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NEVILLE ON THE LEVEL

Happy 'Whatever' Day!

BY NEVILLE MACKAY, CAFA, PFCI, WFC



After the Winter holidays, like Christmas, New Year, Thanksgiving, etc., many think they are going to get a little break from all the celebrating and hoopla. This is not the case in the floral industry (thank goodness!). No sooner do we get rid of the last of the tinsel and glitter from December's goings on, than we

have to start prepping for what's to come.

Let's think of all the things that happen in the Spring, or "slow months" that can affect a flower shop. There are, among other things, Valentine's Day, Easter, Mother's Day, St. Patrick's Day, May Day, Groundhog Day, April Fool's Day, Passover, Dental Assistant Week, 1st Day of Spring, Administrative Professionals Week, Neville's Birthday...there are SO many things to celebrate with flowers.

Now, with all these things, we also have to contend with the onslaught of brides who need guidance and advice. Wasn't that a sweet way of saying they are needy and whiny? Then there are births, deaths, birthdays, and anniversaries, and, oh yeah, the upcoming Spring prom and graduations. This makes my head spin, really it does.

We have to be organized, and when we are, we can easily get through each event without too much trauma and worry. At my age, I find it best for me to make notations in my weekly planner of all the upcoming events and celebrations, so we can be better prepared for them. Every year I get a new day timer, and the first thing we do is write in all the important days and events.

This little project has certainly saved me and my business a lot of heartache and stress. I have a look at this book at the beginning of every day and review what's coming in the next few weeks. We write notes on certain days so we remember to order flowers for an event, change the window display, send a reminder out to clients, or whatever. This is also where I post when and where I am going to be away presenting, which I hear, can be considered a holiday for my co-workers and husband.

Someone gripped to me at a show I was doing recently about the pain and cost of constantly having to redo their window display to keep up with all the holidays and events. "Well, Petal", I said, "Do you see more people or get more interest when you

change your displays...Yes?" I had to walk away. You don't have to go all out with every display, as I've said a dozen times before, you can create a base display that can be altered to suit the occasion, which will add interest and excitement.

Look, we go by (or scroll by) hundreds of ads, signs and whatnots that are there to get our attention every day, and most of these we don't even pay attention to. In order to stand out, it's important to change your look now more often than ever before. We are constantly changing our displays or adding photos on line, and get a lot of positive response from it. This can also be a good "PSA" to the world, reminding them what's going on and letting them know that flowers are always a good way to celebrate the day.

Here's something else to do in the late Winter and early Spring: CLEAN!! HAHHAHAHAHA!! I can hear the moans across the land now. Look, after the flurry that was October to December, I know there are lots of little (big) piles of crap and dirt everywhere that can be cleaned up and/or discarded. I've gone to other places to help and have stopped to clean before making a display, because if I can see the dirt, others can, too.

Have a "Get Rid" sale, and seriously mark down things. We try and be creative at our shop with these as well, especially these days where there are so many things vying for attention. We've had a "Chip and Dent" sale, a "Grab it and Run!" sale and, my favorite, the "Neville's Away" sale. I love getting messages from "**** Disturbers" who want to let me know my staff is dropping prices when I am away.

Look, the lazy days of summer are gone before we know it, and we'll be dusting our lives away at least on Monday to Wednesday while we wait to start the week's weddings anyway, and longing for a big ol' funeral early in the week to break things up. The early part of the year is a perfect time to give your shop as much attention as possible as hopefully we'll be busier later on during the Spring holidays.

So, happy (insert holiday here)!!! ✿

Neville MacKay, CAFA, PFCI, WFC, lives in Halifax, Nova Scotia, Canada. He is on the Smithers Oasis (North America) design and education team, speaks and designs internationally, appears regularly on TV and radio, and hosts tours to the UK. Neville has designed for many heads of state and celebrities. He opened his floral shop, My Mother's Bloomers, in 1992, info@mymothersbloomers.com.



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WUMFA

Special Promotions for More Spring Sales

BY PATTY MALLOY, AIFD, WUMFA PRESIDENT



It takes time, thought, and a solid plan to prepare for the influx of the busy spring season. There are many holidays and

celebrations that happen on a continuous basis starting in January going all the way through May and even into June.

There are all the obvious holidays: Valentine's Day, St. Patrick's Day, Easter, Administrative Professional Day, Mother's Day, Memorial Day, Proms, Graduations, and of course spring weddings. But what about promoting some of the less common holidays to fill in a few of the extra open spaces in the months ahead?

You may say, "What open spaces?" But there's always a little down time here and there. And the busier we are, it seems the more we get done. So when formulating a strategy for spring business, look at the calendar and select one or two "special promotions" that can be added in to create additional sales for those slower weeks in between.

Here's a list of just a few of the lesser acknowledged holidays that would make great promotions to add to the spring marketing mix:

- **Chinese New Year** (usually in January or February) is a good time for a bonsai and lucky bamboo promotion. Oriental fans along with bright red and yellow flower bouquets will brighten Chinese New Year vignettes for additional eye appeal.
- **International Women's Day (IWD)**, March 8, is a time to promote purple, green, and white flowers, the official IWD colors. This holiday was first celebrated in 1911 in Europe. It acquired increased notoriety in the 1970s and has gained popularity in recent years. IWD celebrates the social, economic, cultural and political

achievement of women. Learn more at: www.internationalwomensday.com/

- **Groundhog Day**, April 2, is an opportunity to get ready for an "early spring" with a tulip promotion featuring all types of cut and potted tulips and/or spring bulb flowers and plants.
- **National Pet Day**, April 11, is a chance for a week of flower specials to help out our furry friends: "daisies for doggies" or "karnations for kittens". Offer to donate some of the proceeds to your favorite pet humane association. This will double as an engaging community service project along with providing fantastic PR for your shop.
- **National Earth Day**, April 22, is an excellent time to promote the environmental health benefits of plants as clean air machines and get everyone ready for the outdoor garden season.
- **National Teacher's Day**, May 5. Bring the kids in to make a "colorful crayon color" bouquet of flowers to give as a thank you gift for a favorite teacher.
- **National Nurses Day**, May 6. Wrap up some delightful floral designs to show appreciation for those special nurses and all they do to bring us back to health. Use colorful bandage strips to dress up containers filled with flowers.

These less common holidays offer excellent opportunities to create additional weeks of sales for your shop by investing just a little extra creativity. It might be a good time to allow your staff the chance to come up with some new ideas for marketing these events or specific cultural holidays that might be popular in your region of the country.

What other ways are there to "think outside the box" to generate additional



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sales promotions for your business? Brainstorming ideas for creating a buzz at your store will energize you and your staff to have fun throughout the process. And the additional revenue will help out the bottom line.

One special addition to your calendar this spring is the Wisconsin and Upper Michigan Florists Association annual convention, March 24- 26, 2017. The theme is "To the Future and Beyond" which promises to educate and enlighten floral business and design. The convention will be held in the central part of the state this year at the Chula Vista Resort in the Wisconsin Dells. Make note now and visit www.wumfa.org for more information.

Here's wishing you a very happy, busy, and prosperous spring selling season. And I hope to see you in March at the convention! ✿

Welcome New WUMFA Members!

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Nominations Open for WUMFA 2017 Awards

The Wisconsin and Upper Michigan Florists Association is seeking nominations for the 2017 Hall of Fame Awards. The awards acknowledge companies and individuals who have been selected as “First Amongst Your Peers”.

Categories for the Awards

- **Retailer of the Year** – Reserved for a member of the Wisconsin and Upper Michigan Florists’ Association who has done an outstanding job as a florist.
- **Grower of the Year** – Reserved for a member of the association who has done an outstanding job growing, distributing, showing new methods of production and giving service to retailers as well as service to the community and industry.
- **Special Service Award** – Given to a retailer, wholesale distributor, allied tradesman, researcher, educator, or those engaged in trade organization activity. The award can be made in these categories to those who have contributed to the industry and/or the organization.
- **Wholesale/Tradesman of the Year** – “Paremium Ad Excellentem Laborem”... In recognition and appreciation of the unselfish labor and achievement for the advancement of the floral industry within the boundaries of Wisconsin and Upper Michigan.
- **Young Person of the Year** – Anyone connected with the floral industry, retailer, wholesaler, grower, allied tradesman or trade organization member. For meritorious service to the floral industry, community, and potential service to the industry and community in the future. Age limit: Thirty-five years with two years in the floral industry.
- **National Service Award** – Anyone connected with the floriculture industry (retailer, growers, wholesaler, education, plant breeder, etc). For outstanding service to the floral industry of America.
- **Lifetime Achievement Award** – This individual has dedicated the majority of their life to the floral industry. Through their love and passion the industry is better today.

To nominate yourself or someone else complete the nomination form available at www.wumfa.org/wumfa-annual-convention/annual-convention-awards/hall-of-fame-award-nomination/ no later than 1/13/17. If you have any questions please email Rod Crittenden at rod@michiganfloral.org. ✿

WUMFA’S Diana Dreger Wins Honor Award



Diana Dreger, AIFD, Albrecht’s Delafield Market, Delafield, Wisconsin, won the Honor Award for Best Vase Display at the International Floral Expo in Chicago. The award is part of the “Merchandising Award of Excellence”, a national contest sponsored by *Super Floral* magazine and Syndicate Sales Inc. Her winning display will be featured in the magazine this fall. Pictured from left are: Kelvin Frye, Syndicate Sales; Diana Dreger; Laura Shinall, Syndicate Sales, and Cynthia McGowan, *Super Floral* magazine. ✿

Wisconsin and Upper Michigan Teleflorists Deliver Smiles

Teleflora’s Make Someone Smile is a national program, a week long event to bring smiles to people’s faces. Teleflorists, wholesalers, and greenhouses volunteered hundreds of hours, supplies, fresh flowers, and live plants to do a record number of 2,000 Be Happy® Mugs. The Wisconsin and Upper Michigan Teleflora Unit surprised patients and residents all over the state. They visited cancer care centers, nursing homes, the VA hospitals, nuns, children’s hospitals, and rehabilitation centers. This is the 16th year Teleflora has been doing this program with over 25,000 mugs given away. ✿



Karen Ferkans-Rupert, right, manager of radiation oncology for the Cancer Care Center and the Medical College of Wisconsin Cancer Network, accepts Be Happy® Mugs from Melissa Maas, center, Teleflora Wisconsin & Upper Michigan Unit president, and Marcia Eliason, left, Bank of Memories and Flowers volunteer.



WUMFA

WUMFA Goes to the State Fair

The Wisconsin and Upper Michigan Florists Association was well represented at last month's Wisconsin State Fair. Susan Wilke, AAF, PFCI, hosted the Grand Champion Floral Challenge again this year.

Designers were charged with creating a hand-tied European style bouquet to welcome home a returning military service member. Red, white and blue flowers were used with a touch of greenery.



Winner of the Grand Champion Floral Challenge Lisa Belisle, left, poses with Susan Wilke, Lori Cook and Michelle Hobbins.



WUMFA's cart display at the 2016 Wisconsin State Fair.

Lisa Belisle from Flora Elements, Chicago, IL was the "Fair Favorite" winner. Other designers taking part were Michelle Hobbins, Malley's Blooms, Whitefish Bay, Wisconsin, and Laurie Cook, Alfa Flowers, Wauwatosa, Wisconsin.

Visitors to the WUMFA booth participated in the Ribbons-Bloom project. They picked out flowers and ribbons creating their own keepsake to take home. Five hundred large ribbons and ribbon medallions were made.

The WUMFA cart display was sponsored by Karthaus & Sons Wholesale Florist, Germantown, Wisconsin. The cart was seen by thousands of consumers. Its purpose was to encourage them to buy flowers from local professional florists. They were invited to do so by picking up a business card with the WUMFA website "Find - A - Florist" address on it. It also features the website QR code. Being listed on this searchable webpage powered by Google Maps is a great WUMFA member benefit.

Other booths at the fair were sponsored by Jack's Hostas. Bemis Upland Springs Floral, Snapdragon Flowers of Elm Grove, Bank of Memories and Flowers, Parkway Floral, Karthaus & Sons, Flowers by Jan Fleurs, and the Wisconsin Green Industry.

Wholesale sponsors were Bill Doran Company, DWF Wholesale Florist, Karthaus & Sons Wholesale Florist, Kennicott Brothers Co., Krueger Wholesale Florist, and Rojahn and Malaney Co. ✿

WFF Announces 2016 Donors

The following have supported the Wisconsin Florists Foundation's educational efforts during 2016. The Foundation and WUMFA are partners in furthering educational opportunities. The foundation 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. Contributions are tax deductible.

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for more details (Annual Convention tab) or call WUMFA at (517) 253-7730

DESIGN TIP

Profitable Prom Promotions

BY DOUG BATES, AIFD, CF,
FLOWERS BY VOGT'S, STURGIS, MI
2016 MFA ACADEMY WINNER

I am often asked how we promote, design, and sell Prom. As the fourth largest floral "holiday", there are serious profits to be had.

The first thing to keep in mind is ENTHUSIASM! Prom is fun, and it's generally your customer's first experience with flowers. If you are excited about their flowers, they will be excited. And a little enthusiasm helps open up those purses and wallets.

Once you have them geared up, shared your excitement, and gotten them in the door, make sure you have an attractive display set up, with bracelets, bling, and all the baubles needed to look fabulous. Include samples to help them understand your style.

Your prices for each a la carte item should be clearly marked, and be sure to offer lots of variety. We've found that signage helps customers understand the process of ordering (especially if you're with another customer, or on the phone) and can encourage them to choose even higher priced items.

Also, we rarely sell specific blooms. We sell by color, which is usually what they're after, and between orchids, spray roses, and gerbera daisies, we can usually find flowers that complement each other. Our shop is known for providing colors that complement, rather than a corsage that matches. Complementary colors create energy (think orange and purple and lime for a hot pink dress) while matching monochromatic col-

ors do not. It depends on the girl and the statement she wants to make, and what she's most comfortable with.

After you've helped them to make their choices, pull all the components together and place them in a corsage box. I actually make the bow in front of them and attach it to the bracelet, using ribbons they've selected, as it fuels their enthusiasm. The boutonniere base can also be made ahead of time (most of ours are made on a base of Oasis® wire) and placed in the box.



So, all bases are prepped, boxed and then organized by date.

We also begin a master list of flowers needed for ordering, so that we're not scrambling the week before to make sure we've ordered enough product. A neon sticker in the corner of the order form helps ensure that we've already accounted for those flowers. Then, when orders are made, they're placed in the cooler, and alphabetized by last name.

Hopefully, these ideas have helped you out a bit when it comes to Prom time to stay organized, energized, and profitable. ✨

SAF Members Head to Maui for 2016 Convention

The Society of American Florists will host its 2016 convention at the Ritz-Carlton Kapalua on the island of Maui, Hawaii, September 21-24. Industry leaders will gather to network, attend a series of educational sessions, and see the latest in flower and plant varieties.

Growers from around the world will exhibit and compete for honors in the Outstanding Varieties Competition. The kick off breakfast on Thursday, September 22, will feature SAF CEO Peter Moran, who will deliver his biennial State of the Industry address. Ongoing educational sessions will cover the economy,

employee relations, and improving your shop. This year's Supplier Expo has been expanded to three hours. Vendors will show products, services, and new tech ideas.

Three industry professionals will be inducted into the Professional Floral Communicators-International. They are Brad Beck, AAF, PFCI, DESIGN MASTER color tool, inc, Boulder, Colorado; Justin Degonia, AIFD, PFCI, New Leaf Flower & Plant Shop, Poplar Bluff, Missouri, and Jenny Thomasson, AIFD, PFCI, Stems, Florissant, Missouri.

The American Academy of Floriculture will honor five new inductees: Susan Klein, AAF, Klein's Floral and Greenhouses, Madison, Wisconsin; Nikki Lemler, AAF, Welke's Milwaukee Florist, Milwaukee, Wisconsin; Michael R. Pugh, AAF, Pugh's Flowers, Memphis, Tennessee; Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses, Towson, Maryland, and Cathy Reifschneider, AAF, Teleflora, Inc., Phoenix, Arizona.

Other convention highlights include the American Floral Endowment's fundraising reception and dinner and the *Floral Management's* 23rd marketer of the year award. ✨

IN MEMORIAM

JAMES O. NORDLIE has died at the age of 93. A well known industry figure, he served as president of WF&FSA from 1966-1968 and received its highest honor, the Leland T. Kintzele Award, in 1988, for his service to the industry and community. He was also inducted into the Michigan Floral Association Hall of Fame in 2011.

Mr. Nordlie began his career working for his father, Fred, at the downtown Detroit Nordlie Inc. store after serving in World War II. As a member of the famous Flying Tigers, he flew 40 missions over northern China with the 59th Fighter Squadron in a P-51 Mustang. After his service, he finished his business degree, graduating from the University of Michigan.

Under his direction, he expanded the company to seven locations in Michigan, Ohio, and Florida. A lover of roses, he was one of the first to start off-shore rose production in Guatemala. It was not unusual to see him greeting customers at the Warren store when he was well into his 90s.

Survivors include his widow Nancy, two children James and Nancy, a stepson Howard (Susan) Wells, one granddaughter, one great granddaughter, and many nieces and nephews.

KATIE LYN SWIENTEK has died at the age of 29 from accidental gunshot wound.

She was the daughter of Kathy and Tom Swientek of East Lansing, Michigan.

Her father is a well known sales representative for the Lion Ribbon Company, Berwick, Pennsylvania and a long time member of the Michigan Floral Association.

Ms Swientek loved to travel and studied abroad four times during her years at Michigan State University. Donations to the Study Abroad Scholarship Fund can be made in her memory at the main MSU Advancement Giving page, www.givingto.msu.edu/gift/.

RAY HUNTER, Ray Hunter Florist, has died at the age of 91. The floral business in Southgate, Michigan, was started by his parents in 1919. After graduating from Michigan State, he returned home to help with the family business. Over the years he grew plants such as geraniums, mums, poinsettias and lilies in the company's greenhouses.

The Christmas season was officially kicked off when Santa arrived at the main store on a City of Southgate fire engine.

He was a member of numerous organizations including Kiwanis, Michigan State Florists Association, Metropolitan Detroit Flower Growers Association, and the Southern Wayne County Chamber of Commerce.

He is survived by his wife Lenore and his four children Marguerite (Mike) Kenney, Ray Arthur (Mitzi) Hunter, Cindy (Andy) Ousterhout, and William (Barbara) Hunter and 10 grandchildren.

KAREN DEJONGE, 62, of Picket Fence Floral and Design, Holland, Michigan, has died. With the help of her daughter Sarah, she was well know for running the corsage bar each year at the Great Lakes Floral Expo.

She and her husband owned West Michigan Canvas for 32 years and was part owner of Picket Fence Floral and Design with her daughter, Sarah Boetsma.

She is survived by her husband of 37 years, Jaywin Sr.; children, Sarah and Brandon Boetsma, Jaywin Jr. and Susan DeJonge; stepchildren, Troy and Lisa DeJonge and; Tracy and Jeff Bennett; siblings, Pam Barnanby and Tom Hindert, Barry and Betty Haltenhoff, Mark and Lori Haltenhoff, Jeff Haltenhoff, Liz and Ron Doolittle, Tim and Laura Purdy and eleven grandchildren. ✿

Certified Florist Manual & Testing

Did you know? MFA's Certified Florist (CF) program is a comprehensive program that covers all aspects of professional floristry and is the most affordable program available to florists today.

And the most convenient: You can self-study at your own pace with this great manual/reference resource. The Certified Florist accreditation is nationally recognized and an approved pathway to AIFD accreditation. MFA offers an optional, educational "Steps to Certification" class to help prepare for certification.

Other Certification or Certified Floral Designer programs available today would cost you over \$1,000 and could take you years to accomplish! But not this program:

***Cost for manual and one round of CF testing is \$599.99 (includes tax & S/H)**

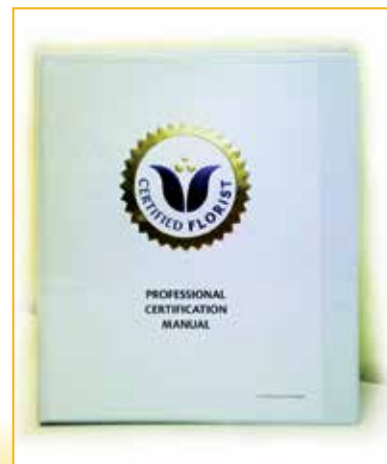
***Cost for manual only is \$399.99 (includes tax & S/H)**

Consumers today are offered more and more options for purchasing flowers and are looking for your credentials or certification to help them justify spending their money with you. Let them discover you are a Certified Florist when they look into your business!

Get your CF manual today and prepare for the CF exam, which consists of 2-1/2 hours of hands-on design (you make five designs: one duplicate for incoming wire service orders, one vase, one pin-on corsage, one wrist corsage and one wedding bouquet,) and two hours of written work (30 product ID and 120 multiple choice questions). If you pass each section with a score of 80 percent or better, you become a Certified Florist!

The CF Manual consists of the following chapters and books:

- 1. Care & Handling • 2. Product Identification • 3. Customer Relations/Sales • 4. Delivery • 5. Marketing • 6. Accounting • 7. Gluing • 8.



- Lighting • 9. Basic Floral Design (this topic is covered using two books that are included with your manual purchase.) *Florists' Review Design School and Flower Arranging... Step by Step Instructions for Everyday Designs* • 10. Study Guide & Evaluation Forms

Visit www.michiganfloral.org or call 517-575-0110 and register today!



Celebrating their victory as the men's winning team were, from left, Charlie Furney, Tim Bebee, Scott Bradley and Chris Smith, all from Retailers Processing Network.



Having fun at the golf outing was the mixed winning team, from left, Tim Galea, Norton's Flowers & Gifts, Ypsilanti and Jim Schmidt, Shelia Tansia, Bill Schmidt, Hyacinth House, Lansing.

Everybody Wins at MFA Golf Outing

Taking part in the annual golf outing, Michigan Floral Association members enjoyed a day of fun, sun and networking at the Emerald Golf Course in St. Johns, Michigan. This event raised close to \$1,800 for the MFA scholarship fund.

The four person scramble format began with check-in and range balls at 8:00 a.m. followed by the 9:00 a.m. shotgun start. A hamburger and hot dog lunch was provided at the turn. Golfers met in the clubhouse following the round for an awards ceremony. All players received a prize thanks to the generous sponsorship provided by the MHI Fund.

- **Men's Winning Team:** Team Retailers Processing Network with a score of 62, nine under par.
- **Mixed Winning Team:** Team Hyacinth House with a score of 58, thirteen under par.

Winners of the Game Holes

- **Longest Drive:** Tom Braun, Hyacinth House, and Janice Curran, Teleflora.
- **Longest Putt:** Brent Mains, Mains Importing, and Kris Goodman, Hyacinth House.
- **Closest to Pin:** Tim Timinski, FloraCraft Corp., and Kayla Zane, DeVos Place.

Thank You

A Big Thank You goes out to Chairman Jim Schmidt for organizing a great day and to the following sponsors who make this event possible...we truly appreciate it!

- **Eagle Sponsor:** Hyacinth House
- **Birdie Sponsor:** MHI Fund
- **Tea Sponsors:** Chrysal, DWF, FloristWare, Saginaw Valley Flower Exchange, Teleflora
- **Game Hole Prizes:** FloraCraft Corporation
- **Raffle Prizes:** The Amway Grand Plaza Hotel & DeVos Place ❁

Nominations Open for MFA 2017 Awards

Each year at the Great Lakes Floral Expo recognition banquet, the Michigan Floral Association acknowledges companies and individuals whom have been selected as "First Amongst Your Peers."

Categories for the Awards

- **Wholesaler of the Year** – This company or individual has demonstrated outstanding service and support to the MFA.
- **Wholesale Employee of the Year** – This individual has demonstrated exemplary service and product knowledge to the members of the Michigan Floral Association.
- **Retailer of the Year** – This active association member has promoted high standards and professionalism not only to the industry but also to the community that they serve.
- **Retail Employee of the Year** – This individual is an employee of an active association member and has demonstrated professionalism and a dedication to the success of the company where they are employed.
- **Lifetime Achievement Award** – This individual has dedicated the majority of their life to the floral industry. Through their love and passion the industry is better today.
- **Young Person of the Year** – This individual is an employee of an active association member and has been

employed in the floral industry for a minimum of two years. They must be 35 years of age or younger upon presentation of the award. This person can come from any segment of the industry.

- **National Service Award** – This individual or company is connected to the floral industry locally, nationally, or internationally. They may be a retailer, wholesaler, grower, educator, etc. and have demonstrated outstanding service to the floral industry in America.
- **Special Recognition** – This award is presented to an individual or company that has shown exemplary dedication to the Michigan Floral Association. The Michigan Floral Association has directly benefited through the contributions of the recipient. They must be an active member or an employee of an active member of the association.

To nominate yourself or another person for an award go to www.michiganfloral.org/about-mfa/mfa-awards/, complete and return the nomination form no later than 1/5/17. If you have any questions email Rod Crittenden at rod@michiganfloral.org or awards and nomination committee chairperson Robert Patterson, CF, at pattersonflowers@gmail.com. ❁

NOTHING RHYMES WITH ORANGE

Terrarium Time!

BY DEREK C. WOODRUFF, AIFD, CF, PFCI



Terrariums have come back around again and are all the rage for DIYers. Nothing spells fun like creating your own little world. Retail florists can capitalize on this craze by setting up a DIY terrarium station within their store.

By providing containers, an array of plant material, proper supplies, and a vast assortment of decorative items, you can offer any clientele a special reason to visit your establishment. I will provide you with the steps as well as some pro tips for how to build beautiful and successful terrariums, so that you can feel confident when educating your customers.



Step 1: Select a Container

The type of vessel you choose will dictate the variety of plant material and the amount of care needed, so take time to understand the two different types of terrariums. The most important question is: Does your container have a lid or no lid? A closed terrarium (or a lidded terrarium) is a humid environment. Over time, the plants will build their own ecosystem within the container as long as the lid is not removed. On the other hand, an open terrarium (or a lidless terrarium) requires more care and watering, but there are more options for plants and decorative items.

Step 2: Selecting Plants

When working with a closed system, select moisture loving plants such as tropical varieties and living moss. Avoid

using any plants that prefer an arid environment such as succulents and cacti. When building an open terrarium, choose any kind of plant with the exception of living moss as it will dry out rapidly without humidity. Pro tip: When choosing multiple plants, remember to plant “like with like,” meaning choose plants that want the same light requirements and watering schedules.

Step 3: Building the System

Your terrarium will be built in four layers within the container: drainage, soil, plant(s), decoration. The first layer creates a faux drainage layer so that when you give the plants a drink, the excess water has somewhere to go temporarily. As the soil begins to dry out, it will wick the excess water out of the drainage layer. The drainage layer can be made from small stones, sand, gravel, or any natural aggregate that is porous and will not retain moisture. On top of the drainage layer is soil. This is the medium that will hold the plants. Regular potting soil is fine, even for plants like cacti and succulents. Plant the plants just like you would in the garden. Pro tip: If you are using tillandsia, or “air plants,” you will not need soil.

Step 4: Decorating a Terrarium

There are many different types of decorative items you can use to create a



unique terrarium. For example, for a natural look, add things like different varieties of sand, stones, sticks, and dried lichen or moss. You could also add a bit of whimsy to the terrarium with small figurines, toys, metals, minerals, or themed items. Pro tip: When building a closed system, avoid decorating with dried natural objects, such as sticks, bark shavings or lichen; these items tend to mold quickly in a humid environment.

Step 5: Care of Terrariums

Different plants require different care. Most terrarium plants, whether tropicals, cacti and succulents, or tillandsia, prefer bright, indirect light. Tropical plants are partial to being watered thoroughly and then allowed to dry down between waterings. Cacti and succulents also like to be watered thoroughly, but are happier to dry out completely between waterings. Because they store so much water within their own plant tissues, they can remain dry for short periods of time, unlike tropicals. Tillandsia take in moisture from the air; however, if you don't live in a humid, tropical environment, you will likely need to mist the air plants regularly, or submerge them underwater overnight once every two to three weeks. Pro tip: Always remove moldy, dead or dying materials from your terrarium as they increase bacteria within your system.

Now that you are armed with the knowledge of building and maintaining a successful terrarium, it is time to begin creating! Try different things and see what works. Soon, you'll be a terrarium master and will feel confident providing this new, creative product. ✿

Derek Woodruff is the owner of the Floral Underground in Traverse City, Michigan and is noted for his cutting edge floral designs. He has been in the floral industry since he was 15 and continues to look for new ways to contribute to its success.

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Cindy will guide those who plan on becoming a Certified Florist with tips on how to prepare for both the written and design portions of the test. Students will spend part of the day reviewing the written test and then work in the design room learning what is needed to pass the prestigious CF exam. Lunch on your own. Enrollment limited to 10.

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

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A floral knife will be provided.

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These courses build 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 12 week class will meet every Thursday for 12 weeks. There will be no class on May 11. There are 36 hours of classroom instruction. Since this is a personal enrichment course there will be no exams. Limited enrollment of eight ensures each student receives personal attention.

The one week class will have a limited enrollment of eight. There will be a 45 minute break for lunch on your own. There are 36 hours of classroom instruction time. Since this is a personal enrichment course there will be no exams.

*For both classes you must bring your own tools
(knife, pruner, scissors and wire cutters).*

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the professional
florist

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