

LEADERSHIPREPORT

The Expo...Reinvented and Revitalized

BY KIERSTEN SCHULTE, DIRECTOR OF CORPORATE RELATIONS AND MAJOR ACCOUNTS, EASTERN FLORAL, GRAND RAPIDS, MI, 2018 GLFEE VICE CHAIR



As we begin a new year we find ways to reinvent and revitalize. Such is the case with this year's Great Lakes Floral and Event Expo (GLFEE). That's right, Floral and EVENT! We're shaking things up the first weekend of March, March 2-4, at DeVos Place in Grand Rapids, Michigan, by literally making "Floristry an Everyday Event."

You may have read, or heard through the grapevine, that there has been an exciting partnership formed between the Michigan Floral Association and the International Live Events Association (ILEA) for this year's Expo. This dynamic duo has prepared a weekend of inspiration, brilliance and celebration.

As a busy industry professional (I'm sure I'm not alone here), I sometimes find it hard to be as on top of continuing education as I would like. This is why Expo is so important to me. It's the time I get to set aside to learn about new design trends, ways to market my product effectively, how to better serve my clientele and staff, and connect with my industry peers.

Beyond the comradery and inspiring one another with our experiences, take a glance at the lineup of speakers and sponsors and you'll come to find out why GLFEE is one of the leading floral conferences. With nine main stage shows, thirteen business sessions and eight hands-on classes, there's something for everyone. From

eventology, weddings with personality, and celebrating with foliage to ice carving there won't be a dull moment.

It wouldn't be the premier floral convention without some added perks, too. While you aren't busy testing your skills at a hands-on class, or expanding your knowledge at a business session, you can visit with an exceptional group of vendors at the trade show, who may have a show deal, or two, you can't refuse. Just a hop, skip and a jump down the hall, your registration gains you access to the Grand Rapids Home & Garden Show on the other side of DeVos Place. Not too shabby.

Now we need YOUR help! "How?" you might ask. Well, you can start by sharing this with your staff and getting them excited about all of the great things we have in store. Take it another step further and reach out to your fellow event professionals. Give your favorite wedding and event coordinator a copy of this edition of the *Professional Florist* and see if they want to join you at GLFEE. What a great relationship building opportunity, right?!? You can read about it, look at all the pictures we post on social media, but there isn't anything like actually being there. It's time to sign up.

So, there you have it. Take a look at the lineup on the following pages and see if you're ready to **Capture** the attention of the customer you've always wanted, **Celebrate** the beauty of our industry, and **Maximize** every opportunity that comes your way. I know I am, and I hope you'll join me. ✿

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Business Presenters



MARK ANDERSON has spent most of the last three decades in the retail flower business. He is passionate about helping florists make small changes to their pricing that result in big improvements to their profit. He writes about this subject in *Floral Management* and the *Canadian Florist*, and has spoken on the topic at many industry events including the SAF annual convention. He is also the founder of FloristWare.



AYNSLEY BROOM is a marketer and social media manager who has been working with businesses on improving their marketing strategy. She has worked in many different industries including education, retail, and now the floral industry with Flower Shop Network. Small businesses are her passion, and she loves finding what makes each business special and helping them capitalize on that uniqueness.



CASSIE CELESTIN is the owner and creative director of White Dress Events. Creating the wedding day her clients' dream of by combining the perfect vendor team with stylish design and flawless execution is the aim of the company located in Grand Rapids, Michigan. She also founded Grand Haven Wedding Walk, an upscale boutique style bridal show and co-founded Wedding Lab, a wedding planning workshop for brides. She

coordinates several social nights and networking events for wedding industry professionals throughout the year.



RANDY FINCH owns and operates Ice Sculptures Ltd in Grand Rapids, Michigan. Along with his partner Derek Maxfield, he executes ice sculptures that have been featured on television, recognized in the media and included at movie premieres, galas, concerts and sporting events. Now, the pair is on Food Network's primetime series, *Ice Brigade*. Before and after college, they both worked in restaurants honing their culinary

and ice sculpting skills. They met while serving as apprentices under Master Chef Dan Hugelier at the Amway Grand Plaza Hotel.



RYAN FREEMAN has spent the past 23 years helping small businesses grow through online marketing. As the 5th generation at Martin's, the Flower People in Toronto, he helped guide his family business into the online age. He has worked with hundreds of florists around the world, and is a frequent speaker at florist industry events. Ryan is the president of Strider Search Marketing, a Google Partner online marketing agency, and publisher of *Canadian Florist* magazine.

and publisher of *Canadian Florist* magazine.



ADRIEN HARDING is the owner of RSVP Events located in Grand Rapids, Michigan. She has been in the event industry for over 12 years. Her experience in event coordination brings a fun and refreshing perspective to RSVP events. Her expertise in customer relations and an eye for design are a valuable asset during an event's planning process. Among the company's client list is the Amway Grand Plaza Hotel plus many other corporate and non-profit entities.

CORRINE HECK is the founder and CEO of Details Flowers Software a platform designed to help florists streamline proposals, make arrangements more profitable, and simplify payment process. The Details



app captures proprietary, valuable information that can direct future growth opportunities while benefitting the entire floral supply chain. Corrine has more than 20 years of experience in the flower industry, both retail and wholesale, and has designed more than 1,500 weddings in Central Florida. Her presentation will cover how to maximize your potential and grow your event calendar.



JACOB HOLLAND, CERP got his start in the Chicago event scene. He was involved with galas, weddings, Lollapalooza, and Barack Obama's first election night celebration. He has pursued his career in Cleveland at Event Source where he is creative director. Between product design, various building and remodeling projects and a toe kept in the event world, he has established himself as a force in the creative landscape.

Days are spent in development and design while in the evenings he is one of the city's premier cycling instructors.



JOYCE KREGER is the owner of Cool Party Favors, an ecommerce website offering personalized party favors for all occasions including weddings, proms, graduations, baptisms, bar mitzvahs and more. She also helps find perfect promotional products. She has been in business for 12 years and will discuss how to find out what search terms potential customers are using to find you online by understanding the Google

Keyword Planner which helps name and market your existing creations and let's you see what new products people are seeking.



JACKIE LACEY AIFD, PFCI has over thirty five years of experience in the floral industry. He has an extensive background in the retail floral market, most recently has been providing event/wedding planning and décor for a Chicago event company and currently serves as an adviser and education specialist for Floriology Institute, Fitz Design, and Floriology Mexico. His new position with BloomNet and Floriology is director of education

and industry relations. He has won numerous awards in floral design competitions and is now serving as national vice president of AIFD.



DERRICK P. MYERS CPA, CFP, PFCI has developed financial strategies instrumental in increasing the profitability of many florists. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business. Working with the floral industry since 1983, he has also perfected his "Floral Analysis Program" which breaks down and analyzes financial statements. Derrick and Crockett

Myers & Associates, Inc. currently work with over one hundred florists on a monthly basis, providing full accounting, business consulting and tax services.



JEROME RASKA AAF, AIFD, CAFA, CF, PFCI, is co-owner of three retail floral and event operations in Metro Detroit. In the floral industry for over 30 years, he shares his experiences as a Teleflora Education Specialist. He has served as chairman of PFCI, as well as president of the North Central Regional Chapter of AIFD and the Michigan Floral Association. He 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.



ANA SKIDMORE is the owner of TwoFoot Creative, a 10 year old full service wedding planning company in Ann Arbor, Michigan. She loves creating weekend events unique to the bridal couple; an event everyone will remember. She will be sharing her experience and expertise working with rental companies and venues at the panel discussion on how to determine who does what, who charges what, and at the end of the day who will be responsible for direct contact with the client.



LOTOYA VONGRECHIN is the CEO and creative director of V Agency Events, an event management, design and decor firm based in Detroit. Before entering the event industry, she was an automotive engineer. In 2008, she blended her technical and creative talents and opened her firm. She serves as Detroit chapter president of the International Live Event Association and was honoree as the Event Professional Of the Year. At the Expo she will participate in the panel discussion on how to build professional relationships.



JAMIE WOODS is a writer turned Content Marketing and Social Media Specialist for Flower Shop Network. She has lived in the world of computers since she was five and created her Facebook profile in 2007. Jamie jumped into the floral industry in 2016. Since then, she hasn't slowed down on her journey to help florists learn how to better market their business.



TIFANY WUNSCHL started Gourmet Invitations, her custom invitation business, in 2005. She has been featured in wedding magazines such as The Knot and on Brides.com, and People.com. She has worked with celebrity wedding designers and her clients include TV, radio, and sports personalities, and even a royal Highness. Tiffany also speaks on a variety of subjects including scheduling social media, wedding trends for wedding invitations and hashtags. With 13 years in the business, she has seen the industry change and how it continues to change every year.

Design Presenters



DOUG BATES AIFD, CF, 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 2014 and 2015 he won the Academy division of the MFA design contest.. He and his wife Karen own Designs by Vogt's in Sturgis, Michigan.



JACKIE BURRELL AIFD, CF has been a floral designer for over 40 years and has owned Flowers from Sky's the Limit in Petoskey, Michigan, for 37 years. Working behind the scenes, she is well known for her willingness to help other florists with her time and knowledge. She has volunteered every year for the entire weekend at the Expo and has been backstage at the AIFD symposium. This year she will be front and center showing you how to create outstanding wedding bouquets using several different mechanics.



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 15 years, currently working for Boyne Avenue Floral and Greenhouse in Boyne City, Michigan. She was also a presenter at EXPO 2016.



DEBORAH DE LA FLOR AIFD, PFCI, FTD Education Consultant, is known for her talent and innovative style. For more than 30 years, she has shared her love for the floral industry through design presentations, seminars, competitions and commentary. Her many accolades include Florida State Designer of the Year and winner of the FTD Great Masters Design Competition Interflora World Cup. She is also an AIFD Certified Floral Evaluator/Judge. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.



RANDY LAIPPLY, an account executive with Connie Duglin Linen, has represented the company for 11 years. At his main stage presentation he will discuss how elegant finishings can make profits grow. The company's wholesale website can be linked to your shop's website so that bridal and corporate customers can browse the

linen selection and refer back to you for pricing. As far as linen colors for 2018, hunter green appears to be making a comeback while black and white will still be going strong.



SKEETER PARKHOUSE has been designing for over 25 years, starting at a small town florist. Through the years he has worked at and managed several Michigan flower shops and event companies; also working for a time in New Jersey. He is now working as an event coordinator and merchandising manager at Wassermann's Flowers and Gifts, Muskegon, Michigan's oldest business. He also teaches hands-on workshops in the store each month as well as design demonstrations, sharing his floral knowledge with the community.



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 Dalai Lama, The Rolling Stones, Billy Graham, and events such as the Super Bowl XL in Detroit in addition to multiple professional golf tournaments.



SANDY SCHROECK AIFD, PFCI is the owner of Trend On Design in Eden Prairie, Minnesota. She is an award winning designer, trend watcher and educator with extensive experience in the floral industry. She uses her expertise to convert consumer and color trends into floral sales and promotes continuing education as the key to success. She serves as a consultant on product development, photo shoots and education programs for Smithers-Oasis, a design educator for Floriology and vice chair of the AIFD national membership committee.



KIERSTEN SCHULTE, is the director of corporate relations and major accounts for Eastern Floral, located in Grand Rapids, Grand Haven and Holland, Michigan. Since she began as director of marketing for Eastern Floral, her experience has grown to include judging floral varieties competitions, commentating, appearing



Design Presenters

on local TV and radio programs, and serving as a committee chair for GLFE for the past three years. This year she is vice chairman of the Expo. In 2013 she was the recipient of the Michigan Floral Association "Retail Employee of the Year."



TOM SIMMONS AIFD, CCF, CFD Three Bunch Palms Productions, Palm Springs, California, has been active in the floral industry for over 34 years and has assisted Teleflora's Industry Relations and Product Development departments with new product research. He is a past president of AIFD, past symposium coordinator for the national symposium, "Passion," and currently AIFD treasurer. He was given the honor of "fellow" by AIFD.

He also is a member and former director for the California State Floral Association and a member of the Greater Palm Springs Wedding Association.



GARRETT SKUPINSKI CF, is an internationally recognized designer with a long history as a MFA member. He is a Floral Fundamentals Ambassador along with winning many design awards internationally. His love for high couture experimental design styles, unique large scale displays and international design is evident in his work. Garrett's passion for floral design and education has taken him throughout the

United States, Canada, and multiple countries in Europe learning,

teaching and designing. He has been very active at the Great Lakes Floral Expo and has chaired multiple Expo committees.



DEREK WOODRUFF AIFD, CF, PFCI, joined the floral industry at the age of 16. In 2008 he launched Floral Underground. As a member of the Syndicate Sales design team, he has presented on stage, in workshops and also online. He has won numerous awards including the MFA's Chuck Bannow Award, MFA's Designer of the Year (twice), AIFD's Bobbi Cup (twice), second runner-up on a national television floral design competition reality show called: "The Arrangement", and was the winner of the 2016 Sylvia Cup Design Competition.



KEVIN YLVISAKER AIFD, PFCI, is the owner of KLY Floral International, offering his forty years of expertise at design shows, trend consulting and personal tutored in- store design programs. He is an OASIS® floral product design director and a Teleflora education specialist. He has worked with Accent Décor to produce designs for their catalogs, video series and set up their showrooms. He is a past president of AIFD and a past president of WUMFA. He has presented international design programs and taught classes all over the world.

The Michigan Floral Association would like to thank these fine sponsors for making the 2018 Great Lakes Floral Expo possible.



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GLFEE Sessions, Friday, March 2, 2018

Don't Miss This Exciting All-Day Hands-On Workshop

Sign Up Early!

***Wedding Designs with an Artistic Flair!**

Presented by Deborah De La Flor AIFD, PFCI

Sponsored by DWF and MFF

Date: Friday, March 2, 2018

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room A, B

Lunch included. Additional fees apply.

Bring your own tools.



ideas for a bridal bouquet with a new exciting spin and attendant bouquets to complement it. Everything needed to make an unforgettable ceremony will be covered including artistic reception flowers and aisle decor. This is a full day of designing that will challenge you, get your creative juices flowing and give you the tools to change the ordinary into the extraordinary. Deborah's innovative style and passion for flowers have made her a world-renowned floral designer. For more than 30 years her passion for flowers has taken her around the world and allowed her to anticipate and influence the latest floral trends through design presentations, seminars, competitions and commentary. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.

A wedding design day with Deborah De La Flor is like no other. Learn how to create everything from the latest style boutonniere to the trendy petite bouquet the fashionable mothers of the bride and groom are carrying. There will be fresh

Outstanding Informative All-Day Business Seminar

WOW!

***Which Way Are You Headed? Red Flag or Checkered Flag? The Wheel is in Your Hands!**

Presented by Ryan Freeman, Mark Anderson,

and Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates,

FloristWare, Strider Search Marketing

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room F

Lunch included. Additional fees apply.



- Teach old dogs, new tricks: Help seasoned designers learn that time is money, understand basic markups, and what it takes to make a profit.
- How do I compete with the big box/grocery stores/order gathers.
- How to grow your business in small towns.
- Expectation management and new revenue channels.
- How to turn the next generation into flower buyers, selling to the millennial.
- Internet and social media marketing. (Instagram/Facebook)
- Social media advertising. (Boosting Posts)
- How can I augment my floral sales without a huge inventory investment.
- Learn: Get all of your employees going in the same direction.
- Ideas to motivate, how to build your A-team.
- How to determine when it's best to use contractors.
- What are the penalties if you are wrong.
- Learn how to properly account for sales and wire services.
- How to structure your financial statements so they are more valuable to you.
- Finance, from salaries, to pricing, to bottom line management.

Each year these three industry experts work with hundreds of flower shops from across the country. They routinely see new owners with no industry experience enjoy incredible success, sometimes almost overnight. They also see the seasoned owners of second and third generation shops lose control and struggle to maintain sales levels they once had. Over time certain patterns become clear. In this session they'll share the secrets and best practices of the most successful shops, as well as mistakes and red flags that have doomed others. This session will help you evaluate your current trajectory, avoid the most common pitfalls and develop a plan for success. Bring your laptop and be prepared to take notes and ask questions as Derrick, Mark, and Ryan help steer you to a more profitable future!

A Business Session Not to Be Missed!

***Making Events Profitable**

Don't Miss this Event!

Presented by Jacob Holland, CERP,

and Jerome Raska, AAF, AIFD, CAFA, CF, PFCI

Sponsored by Event Source and Blumz by JRDesigns

Time: 9:30 a.m.-4:30 p.m.

Location: River Overlook Room E

Lunch included. Additional fees apply.



Partnering with event professionals and creating a team can make everyone involved more successful including linen companies, DJs, florists, paper products, venues, chair rentals and lighting just to name a few. Today's clients are more and more savvy seeking the one stop shop... is that you ?? This class will help prepare you for building great partnerships, assist in pricing and provide insight on how to prepare for current and incoming trends.

*HANDS-ON WORKSHOP:

Be There Or Be Square! FFA Student Certification Test Preparation

Presented by Angela Christie CF

Sponsored by Nordlie Inc, A Kennicott Company

Date: Friday, March 2, 2018

Time: 7:00 p.m.-8:00 p.m.

Location: River Overlook Room A

Additional fees apply. Bring your own tools.



Arranging flowers is my passion! Designing flowers in glass cubes is my specialty! Not only is this type of design super trendy but also a useful skill to know anywhere you work in the floral industry. Join me as I teach you how to put together the perfect glass cube arrangement. Be there... or be square! Bring your tools.



GLFEE Sessions, Saturday, March 3, 2018

*HANDS-ON WORKSHOP: Refined Style for the Modern Bride

Presented by Sandy Schroeck, AIFD, PFCI

Sponsored by Floriology/BloomNet

Date: Saturday March 3, 2018

Time: 8:00 a.m.-10:00 a.m.

Location: River Overlook Room A

Additional fees apply. Bring your own tools.



From informal to modern, brides are now looking for stylized designs that make an impression. Garden gathered looking bouquets can be challenging as the trend is for a loose and unfixed style. Join Sandy as she instructs you on two of the most popular styles in bridal bouquets today, cascading in a holder and a braided wire handle that can be used to create many interpretations of refined style. Get high visual impact with less product by learning techniques that update your designs.

*HANDS-ON WORKSHOP: A Memorable Expression

Presented by Tom Simmons AIFD, CCF, CFD

Sponsored by Teleflora

Date: Saturday, March 3, 2018

Time 8:00 a.m.-10:00 a.m.

Location: River Overlook Room B

Additional fees apply. Bring your own tools.



As sympathy expressions have changed over the years, this workshop will focus on new and different styles, techniques and trends that will set you apart from the normal. Discover how asking the right questions of family and friends about their loved ones can be compelling enough to give you inspiration to create unique and symbolic designs of flowers that are an essential part of the bereavement process, yet celebrating and expressing the wonderful life.

*HANDS-ON WORKSHOP: Tablescapes

Presented by Skeeter Parkhouse

Sponsored by Mayesh Wholesale

Date: Saturday, March 3, 2018

Time 8:00 a.m.-10:00 a.m.

Location: River Overlook Room C

Additional fees apply. Bring your own tools.



In this workshop learn how to create striking tablescapes. Take your table stylings beyond expectations and make them photo worthy. In this workshop you will see how to create eye catching centerpieces and how to put together many layers including florals, luxury linens, candles, rentals and décor. We will talk about the process of organizing a photo shoot, what different publications may be looking for, and how to submit your pictures to a list of publications. At the end of class you will walk away with the knowledge to create your own tablescapes worthy of professional photos and possibly publication.

MAIN STAGE DESIGN SHOW: Growing Events through the Internet and Floral Artistry

Presented by Kiersten Schulte and Randy Laipply

Sponsored by Connie Duglin Linen and Eastern Floral

Date: Saturday, March 3, 2018

Time: 8:45 a.m.-9:45 a.m.

Location: Steelcase Ballroom B



Learn how an interactive website can impact your floral and linen business. Take your bottom line and your business to the next level and show your clientele what your shop can do. See how you can enhance special event business and how elegant finishings can make your profits grow. Add linens to enhance your high style floral designs. Come see some fantastic tablescapes designed by Jason Rudicil and a team of designers.

BUSINESS SESSION: Focus on Florals, Mastering the Art of Facebook and Instagram

Presented by Jamie Woods, and Aynsley Broom

Sponsored by Flower Shop Network

Date: Saturday, March 3, 2018

Time: 10:00 a.m.-11:00 a.m.

Location: River Overlook Room E



Social media plays a big role when it comes to your business. Customers are spending hours a day on Facebook and Instagram, so it only makes sense that your business should have a voice there, too. What you might not know, is how to use Facebook and Instagram to make your business shine. This session includes creating an awesome profile and taking stellar photos. Learn how to create Facebook and Instagram profiles that will take your business from flat to fabulous. In this hands-on class, see how to use your smart phone to take Instagram worthy photos of your floral designs. Are you ready to master the art of Facebook and Instagram? Make sure to bring your smart phone or tablet to practice the tips and techniques taught in this workshop.

MAIN STAGE DESIGN SHOW: Designer of the Year Run Off

Commentated by Doug Bates AIFD, CF

Sponsored by FloraCraft and MFF

Date: Saturday March 3, 2018

Time: 10:15 a.m. to 11:00 a.m.

Location: Steelcase Ballroom B



One of the most exciting events at the Expo is the MFA Designer of the Year Contest. Five outstanding floral designers from the Professional Division will compete for the title using identical materials. A distinguished panel of judges will choose the winner who will be announced at the banquet on Saturday night. Be sure to attend and be inspired by this fabulous design work.

MAIN STAGE DESIGN SHOW: Celebrating with Foliage!

Presented by Garrett Skupinski CF

Sponsored by Floral Today

Date: Saturday, March 3, 2018

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

Location: Steelcase Ballroom B



For years foliage has sat in the background filling and supporting numerous designs. Now it is time for foliage to shine and Garrett can't wait for you to be inspired how. From palms to plumosa, sympathy to weddings, he will show you how you can celebrate any moment in life with just a touch of foliage and a variety of unique design styles.

BUSINESS SESSION: Recipe for Marketing Success

Presented by Ryan Freeman

Sponsored by Strider Search Marketing

Date: Saturday March 3, 2018

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

Location: River Overlook Room F



What are the essential ingredients for your marketing mix in 2018? Are you overwhelmed trying to market your business? Every day brings a new social media channel or online tool. Every salesman has the perfect new gadget or app to solve your problems. Every ad on Facebook promises the latest and greatest thing. But the reality is that we only have so many dollars to spend, and limited hours to invest. How many social media platforms does a person have to learn? Where are the best, the essential places to invest your precious time and money? This session will outline the core elements of a modern marketing mix to get you the best return on your advertising investment.

BUSINESS SESSION: Eventology: The Science of Profitable Events

Presented by Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates

Date: Saturday, March 3, 2018

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

Location: River Overlook Room F



Creating a profitable event package isn't magic...it's science. It requires solid-pricing formulas that factor in all the unexpected costs that pop up when you least expect them. Floral industry financial expert Derrick Myers and his alter ego "The Professor" will explain how it's done in this lighthearted but fact-filled lesson in the science of "Eventology." You'll learn event pricing formulas that guarantee profitability, ways to ensure you're paid for delivery, setup and teardown, what you need to know about each venue before you price the job, from Pinterest to reality, and is DIY worth your time.



GLFEE Sessions, Saturday, March 3, 2018

MAIN STAGE DESIGN SHOW: Textures, Color, and Details...

Presented by Jacob Holland CERP and Jerome Raska AAF, AIFD, CF, PFCI
Sponsored by Event Source and Blumz by JRDesigns
Date: Saturday March 3, 2018
Time: 1:30 p.m.-2:30 p.m.
Location: Steelcase Ballroom B



Not Creative? Not True! Learn how to enhance your client experience through art and design. We will explore how inspiration garnered from daily life experience translates to high end design and exceptional customer service. Attendees will learn how to interpret trends and SELL forward thinking looks to their customers.

DEMONSTRATION Ice Carving

Presented by Randy Finch
Sponsored by Ice Brigade
Date: Saturday, March 3, 2018
Time: 2:30 p.m.-3:30 p.m.
Location: Secchia Foyer Deck

ICE BRIGADE

*BUSINESS SESSION: I Got On TV. Now What?

Presented by Randy Finch
Sponsored by Ice Brigade
Date: Saturday, March 3, 2018
Time: 3:30 p.m.-4:30 p.m.
Location: River Overlook Room E
Additional fees apply.

ICE BRIGADE

Ice sculptor and Michigan-based event professional Randy Finch, star of the Food Network TV series Ice Brigade, shares his experience of filming a national television series and how it has supported his business. Here's your chance to learn about television production and what really happens behind the scenes. PR professionals will also give advice on the best way your business can get media exposure.

MAIN STAGE DESIGN SHOW: Exceeding the Demands for Today's Gift Givers

Presented by Kevin Ylvisaker AIFD, CAFA, PFCI
Sponsored by Smithers-Oasis
Date: Saturday, March 3, 2018
Time: 3:30 p.m.-4:30 p.m.
Location: Steelcase Ballroom B



You won't want to miss this lively program. Kevin will show you how to design and promote eco-friendly designs and programs to attract millennials and consumers through cause-based events. Plus, let's embrace the "Design Your Own" shop events trend as a financial win for your shop. Have you tried subscription based arrangements yet? Kevin will show you how.

BUSINESS SESSION: Social Media Photography and Posting

Presented by Jackie Lacey AIFD, PFCI
Sponsored by Floriology/BloomNet
Date: Saturday, March 3, 2018
Time: 3:30 p.m.-4:30 p.m.
Location: River Overlook Room F



The sign of the times or the wall of the times. We have so many new terms in our vocabulary today. Social media is not just an option but a necessity in today's marketplace. No longer are we discussing IF we should pay attention to social media but learning HOW to redefine the best practices to get others to pay attention to our social media. In just a relatively short amount of time social media has become the yellow pages, newspaper ads and the marketing brochure all in one. Each generation is active and tuned into everyone's wall, pages and posts. Let's look at the best way to post that will grab the most attention and keep your brand in front of the target audience to build sales and a client base. A strong attention to photography and live posting is a key to building your brand and branding your style.

GLFEE Sessions, Sunday March 4, 2018

*HANDS-ON WORKSHOP: Wedding Bouquets... What Mechanic?

Presented by Jackie Burrell AIFD, CF
Sponsored by Mayesh Wholesale
Date: Sunday, March 4, 2018
Time: 8:00 a.m.-10:00 a.m.
Location: River Overlook Room A
Additional fees apply. Bring your own tools.



The importance of good mechanics are essential in making beautiful wedding bouquets that give the bride the look she wants. In this workshop you will make two bouquets using chicken wire and bouquet holder mechanics to see which one works best for you. There will be other bouquet mechanics shown and discussed and many tips and tricks along the way.

*HANDS-ON WORKSHOP: Not your Grandma's Terrarium

Presented by Derek Woodruff AIFD, CF, PFCI
Sponsored by Nordlie Inc, A Kennicott Company
Date: Sunday, March 4, 2018
Time: 8:00 a.m.-10:00 a.m.
Location: River Overlook Room B
Additional fees apply. Bring your own tools.



We all know that terrariums and succulents are HOT, HOT, HOT right now. For anyone hesitant to jump on the bandwagon, this is a small group session where you will learn how to build different kinds of long-lasting, successful terrarium systems, and also how to care for each individual style of terrarium and terrarium-sized and large-sized plants such as succulents, ferns, tropical plants, and more. Details about the different types of terrariums, planters, plant care, and how to set up a successful "terrarium bar" in your own store will be covered. So plan to roll up your sleeves and get your hands dirty diving into the nitty-gritty of these lifestyle plantings.

*HANDS-ON WORKSHOP: Signature Style

Presented by Kevin Ylvisaker AIFD, PFCI
Sponsored by Smithers-Oasis
Date: Sunday, March 4, 2018
Time: 8:00 a.m.-10:00 a.m.
Location: River Overlook Room C
Additional fees apply. Bring your own tools.



Join us for a hands-on program where you'll create two sellable designs for today's modern consumer. Using all of the latest products from Smithers-Oasis, Kevin, the ultimate teacher, will walk you through each design step-by-step and you'll leave with two arrangements sure to become signature designs in your shop.

*BUSINESS SESSION: You Find Everything on Google. But Can Google Find You?

Presented by Joyce Kreger
Sponsored by Cool Party Favors
Date: Sunday, March 4, 2018
Time: 9:00 a.m.-10:00 a.m.
Location: River Overlook Room E
Additional fees apply.



Google is the #1 way consumers find what they want to buy. Can you, your company, and your products and services be found? Find out what search terms your potential customers are using by understanding an amazing tool called the Google Keyword Planner. This will help you not only to name and market your existing creations, but to see what new products that people are seeking.



GLFEE Sessions, Sunday, March 4, 2018

BUSINESS SESSION:

Ways to Improve Your Bottom Line

Presented by Mark Anderson

Sponsored by FloristWare

Date: Sunday, March 4, 2018

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

Location: River Overlook Room F



In this workshop approach, Mark will help develop a plan you can put in place when you get back to your shop. Among the topics covered will be little changes that can make bigger profits, how to upsell, and accounting, pricing, and profitability.

MAIN STAGE DESIGN SHOW:

Fabulous Finales

Presented by Tom Simmons AIFD, CCF, CFD

Sponsored by Teleflora

Date: Sunday, March 4, 2018

Time: 10:30 a.m.-11:30 a.m.

Location: Steelcase Ballroom B



When words just don't seem enough to express your thoughts and feelings about a family member, friend or colleague, flowers can speak volumes on your behalf. This presentation will focus on creating a final message from you and should be a joyful and glorious celebration of your feelings for the deceased. By giving the gift of a unique floral design that captures the true essence of the individual, this is the last party with a grand finale to "celebrate the life"!

BUSINESS SESSION:

Wild Weddings: How to Capture and Close Events on the Spot

Presented by Corrine Heck

Sponsored by Details Flowers

Date: Sunday, March 4, 2018

Time: 10:30 a.m.-11:30 a.m.

Location: River Overlook Room D



Learn how to maximize your potential and grow your event calendar without sacrificing your style, sanity and bottom line. Learn how to discuss budgets prior to setting the consultation, craft beautiful proposals on the spot that will impress every client, sell then source flowers with the touch of a mouse and discover technology to integrate into your business routines.

MAIN STAGE DESIGN SHOW:

Personalizing Your Style Down the Aisle

Presented by Sandy Schroeck AIFD, PFCI

Sponsored by Floriology/BloomNet

Date: Sunday, March 4, 2018

Time: 1:00 p.m.-2:00 p.m.

Location: Steelcase Ballroom B



Weddings, parties and themed events happen throughout the year. Designing distinctive floral bouquets that reflect the couple's personalities can truly create the mood for a stylish celebration. With increased influences of social media, bridal couples desire to compose a unique experience for their guests. Using inspiration boards to create their dream wedding within a budget can be challenging. Explore ways to add that personal style with updated looks for the bridal party and celebration site. From simple and traditional to modern and lavish, all the elements, including color, texture, shape and form combine to inspire an impactful palette. Everyone that experiences the collection will come away with something unique to personalize their celebration.

BUSINESS SESSION:

"Hidden Treasure" Finding the Gold in Your Business

Presented by Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates

Date: Sunday, March 4, 2018

Time: 1:00 p.m.-2:00 p.m.

Location: River Overlook Room F



Hidden in your business are areas of cost that if reduced would greatly increase your profit. A dollar saved in cost is a dollar added to your bottom line profit. It takes about

eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session we deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.

*BUSINESS SESSION:

Blogging For Dollars: How This Free Online Tool Brings You Business

Presented by Tiffany Wunshl

Sponsored by Gourmet Invitations

Date: Sunday March 4, 2018

Time: 1:00 p.m.-2:00 p.m.

Location: River Overlook Room E

Additional fees apply.



Learns how weblogs, "blogs," can get you recognized as the expert in your field, gain exposure for your business, and generate sales from around the country. Tiffany will show you examples of posts, give advice on how to select topics to write about, and share success stories of generated sales.

MAIN STAGE DESIGN SHOW:

Weddings with Personality

Presented by Deborah De La Flor AIFD, PFCI

Sponsored by FTD

Date: Sunday, March 4, 2018

Time: 2:30 p.m.-3:30 p.m.

Location: Steelcase Ballroom B



Wedding trends are constantly changing, and most brides want to keep up with the latest trends. Every bride has her own personality and unique perception of what she wants to see on her wedding day. Deborah will show you how to compel your bride to communicate her ideas and vision to help you interpret what she wants for her one of a kind event. In this program, she will present the latest in wedding styles, colors and trends, as well as what she predicts for the upcoming year. You want your wedding business to flourish all year long. Keeping up with the latest trends helps. An enthusiastic sales pitch and quality design work are very important too, but it never hurts to have that little something extra. Deborah shares her common sense business tactics for winning wedding business. Learn simple easy tips to make you stand out from the crowd and give you the winning advantage every time.

PANEL BUSINESS SESSION:

Mine, Yours and Ours

Commentated by Jerome Raska AAF, AIFD, CF, CAFA, PFCI

Sponsored by ILEA

Date: Sunday March 4, 2018

Time: 2:30 p.m.-3:30 p.m.

Location: River Overlook Room D



Find out how to build professional relationships to best serve your clientele. This panel discussion will feature industry professionals sharing their expertise on how to determine who does what, who charges what, and at the end of the day who will be responsible for direct contact with the client? Learn how to work with event coordinators, rental companies and venues. Panel: Cassie Celestin, Adrien Harding, Skeeter Parkhouse, Ana Skidmore, Lotoya Vongrechin.

MAIN STAGE DESIGN SHOW:

Plant Rentals...Adding \$\$\$ to Your Bottom Line

Presented by Jim Schmidt

Sponsored by Hyacinth House

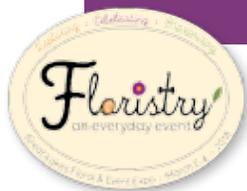
Date: Sunday, March 4, 2018

Time: 3:45 p.m.-4:45 p.m.

Location: Steelcase Ballroom B

Hyacinth House

It's time to expand your horizons and your bottom line with plant rentals. Think of all the events you can up sell with plant decor: weddings, funerals, bar/bat mitzvahs, corporate meetings, parties, and trade shows are only some of the places for plants. Jim will share with you stories of how he uses plants and how he has decorated events for several U.S. Presidents, the Pope and even wrestler Hulk Hogan. Learn how to go the extra mile by using plants, making your clients happy and separating your company from the competition; all the while adding \$\$\$ to your Profits and Bottom Line!



2018 GREAT LAKES FLORAL & EVENT EXPO

2018 Great Lakes Floral & Event Expo Schedule at a Glance

Color Key:
 Business Sessions (Green) - 10
 Hands-On Classes (Blue) - 8
 Main Stage Shows (Red) - 9
 Trade Show - (Purple)
 ILEA Sessions - (Fuchsia)
 *Additional Fees Apply

FRIDAY, MARCH 2, 2018

8:00 a.m.-10:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m.-4:30 p.m.	*Business Session: What Way are You Headed? Red Flag or Checkered Flag? The Wheel is in Your Hands! Ryan Freeman, Mark Anderson, Derrick Myers (Crockett Myers & Associates, Strider Search Marketing, FloristWare)	River Overlook F
9:30 a.m.-4:30 p.m.	*Business Session: Making Events Profitable – Jacob Holland and Jerome Raska (Event Source and Blumz by JRDesigns)	River Overlook E
9:30 a.m.-4:30 p.m.	*Hands-On Workshop: Wedding Designs with an Artistic Flair – Deborah De La Flor (DWF and MFF)	River Overlook A, B
3:00 p.m.-6:00 p.m.	Design Contest Registration	Secchia Foyer
12 noon-9:30 p.m.	Retail Store Open	Grand Gallery
7:00 p.m.-8:00 p.m.	*Hands-On FFA Student CF Prep: Be There Or Be Square! – Angela Christie (Nordlie Inc, A Kennicott Company)	River Overlook A
7:00 p.m.-9:00 p.m.	Opening Mix and Mingle, Art Fusion (ILEA)	River Overlook Foyer

SATURDAY, MARCH 3, 2018

7:30 a.m.-5:00 p.m.	Registration Desk Open (Book Fair Open 8:00 a.m. to 5:00 p.m.)	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Refined Style for the Modern Bride – Sandy Schroeck (Floriology/BloomNet) *A Memorable Expression – Tom Simmons (Teleflora) *Tablescapes – Skeeter Parkhouse (Mayesh)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
8:45 a.m.-9:45 a.m.	Main Stage Design Show: Growing Events though the Internet and Floral Artistry Randy Laipply and Kiersten Schulte (Connie Duglin Linen, Eastern Floral)	Steelcase Ballroom B
10:00 a.m.-9:30 p.m.	Retail Store Open	Grand Gallery
10:00 a.m.-5:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m.-4:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m.-11:00 a.m.	Business Session: Focus on Florals, Mastering the Art of Facebook and Instagram Jamie Woods and Aynsley Broom (Flower Shop Network)	River Overlook E
10:15 a.m.-11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off – Doug Bates (FloraCraft and MFF)	Steelcase Ballroom B
11:00 a.m.-11:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
11:30 a.m.-12:30 p.m.	Main Stage Design Show: Celebrating with Foliage – Garrett Skupinski (Floral Today)	Steelcase Ballroom B
11:30 a.m.-12:30 p.m.	Business Session: Recipe for Marketing Success – Ryan Freeman (Strider Search Marketing)	River Overlook F
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: Eventology, The Science of Profitable Events – Derrick Myers (Crockett Myers & Associates)	River Overlook F
1:30 p.m.-2:30 p.m.	Main Stage Design Show: Textures, Colors, and Details Jacob Holland and Jerome Raska (Event Source and Blumz by JRDesigns)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Ice Carving Demonstration: Randy Finch (Ice Brigade)	Secchia Foyer Deck
2:30 p.m.-3:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:30 p.m.-4:30 p.m.	*Business Session: I Got On TV. Now What? – Randy Finch (Ice Brigade)	River Overlook E
3:30 p.m.-4:30 p.m.	Main Stage Design Show: Exceeding the Demands for Today's Gift Givers – Kevin Ylvisaker (Smithers-Oasis)	Steelcase Ballroom B
3:30 p.m.-4:30 p.m.	Business Session: Social Media Photography and Posting – Jackie Lacey (Floriology/Bloomnet)	River Overlook F
5:30 p.m.-6:30 p.m.	"Arabian Nights" President's Reception (Trade Show floor)	Steelcase Ballroom A
6:45 p.m. - 9:00 p.m.	"Arabian Nights" Recognition and Awards Banquet	Steelcase Ballroom B

SUNDAY MARCH 4, 2018

7:30 a.m.-5:00 p.m.	Registration Desk Open (Book Fair 8:00 a.m. to 5:00 p.m.)	Secchia Foyer
8:00 a.m.-10:00 a.m.	Hands-On Sessions (Choose One) *Wedding Bouquets, What Mechanic? – Jackie Burrell (Mayesh) *Not your Grandma's Terrarium – Derek Woodruff (Nordlie Inc., A Kennicott Company) *Signature Style – Kevin Ylvisaker (Smithers-Oasis)	River Overlook A, B, C River Overlook A River Overlook B River Overlook C
9:00 a.m.-10:00 a.m.	Business Session: Ways to Improve Your Bottom Line – Mark Anderson (FloristWare)	River Overlook F
9:00 a.m.-10:00 a.m.	*Business Session: Can Google Find You – Joyce Kreger (Cool Party Favors)	River Overlook E
10:00 a.m.-5:00 p.m.	Retail Store Open	Grand Gallery
10:30 a.m.-11:30 a.m.	Main Stage Design Show: Fabulous Finales – Tom Simmons (Teleflora)	Steelcase Ballroom B
10:30 a.m.-11:30 a.m.	Business Session: Wild Weddings, How to Capture and Close Events on the Spot – Corrine Heck (Details Flowers)	River Overlook D
11:00 a.m.-2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m.-12:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
12:00 p.m.-12:30 p.m.	MFA Annual Meeting	Steelcase Ballroom B
12:30 p.m.-1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:00 p.m.-2:00 p.m.	Main Stage Design Show: Personalizing Your Style Down the Aisle – Sandy Schroeck (Floriology/BloomNet)	Steelcase Ballroom B
1:00 p.m.-2:00 p.m.	Business Session: HiddenTreasure-Finding the Gold in Your business – Derrick Myers (Crockett Myers & Associates)	River Overlook F
1:00 p.m.-2:00 p.m.	*Business Session: Blogging For Dollars – Tiffany Wunshl, (Gourmet Invitations)	River Overlook E
2:00 p.m.-2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30 p.m.	Raffle Closes Raffle (Open from 11:00 a.m. to 2:30 p.m.)	Steelcase Ballroom A
2:30 p.m.-3:30 p.m.	Main Stage Design Show: Weddings with Personality – Deborah De La Flor (FTD)	Steelcase Ballroom B
2:30 p.m.-3:30 p.m.	Panel Business Session: Mine, Yours, and Ours – Commentated by Jerome Raska (ILEA)	River Overlook D
3:45 p.m.-4:45 p.m.	Main Stage Design Show: Plant Rentals... Adding \$\$\$ to Your Bottom Line – Jim Schmidt (Hyacinth House)	Steelcase Ballroom B
4:45 p.m.	Thank You! Save the Date... GLFEE, March 1, 2, 3, 2019	



2018 GLFEE Special Events Schedule

Art Fusion

Friday Night Creative Spectacular

Friday, March 2, 2018

7:00 p.m. - 9:00 p.m. • River Overlook Foyer • Hosted by ILEA, Detroit Chapter

Welcome to Grand Rapids, Michigan, the city that has revolutionized art for centuries. Experience an Artsy Mixer that will furnish food, networking and much more. Art has many forms of expression from abstract to artistic to urban graffiti just to name a few. The opening night mixer will expose you to all styles of art with innovative special effects, installations and much more to stimulate your creative juices. Snag this opportunity to be surrounded by art as you eat, drink and network with industry professionals and leaders.

President's Reception

Arabian Nights Banquet and Awards Ceremony

Saturday, March 3, 2018 • Devos Place, Steelcase Ballroom B.

Additional fees apply

Come ride a magic carpet into the Arabian Nights at this incredible evening of exotic décor and exciting entertainment. Creative thematic costuming and flowers to wear are encouraged but optional. The evening will begin with the President's Reception in the trade show from 5:30 p.m. to 6:30 p.m. The banquet begins at 6:45 p.m. featuring decor designed by members of the International Live Event Association (ILEA) Detroit Chapter. During the dinner, the Michigan Floral Association will present awards to the best of the best! Design contest winners and the induction of new members into the prestigious Certified Florists program will highlight the evening. The Certified Florists program also will be celebrating its 20th anniversary at the banquet.

Shop, Shop, Shop at the Trade Show Marketplace

Looking for that special container, need some new basic supplies, want to see the latest flower varieties? Come to the Expo Trade Show and browse among products from our outstanding group of vendors new and old. **Saturday, 10:00 a.m. to 4:30 p.m. and 5:30 p.m. to 6:30 p.m. Sunday, 11:00 a.m. to 2:30 p.m.**

Play the Floristry "Event" Trade Fair Game!

Make this an "eventful" visit to the Trade Fair. Visit each booth and find the event card hidden there. Complete the game form and your entry will be entered into a drawing for a weekend pass to the 2019 Great Lakes Floral & Event Expo.

Floristry 2018 MFA Book Fair

"Knowledge is power" and the MFA Book Fair is full of books and ideas to help increase your knowledge of all things floral. All profits benefit the MFA Education Fund. Stop by to browse and buy! **Friday 12:00 p.m. to 5:00 p.m., Saturday, 8:00 a.m. to 5:00 p.m., Sunday, 8:00 a.m. to 5:00 p.m. Secchia Foyer next to the MFA registration desk.**

CF Showcase

Certified Florists will be creating a special floral "carpet" at this year's CF showcase, highlighting their design techniques. Check it out, find out what it means to be a Certified Florist and sign up today. **Secchia Foyer, open all weekend.**



AIFD Showcase

The North Central AIFD Chapter members will showcase their talents with blooming displays located in the **Amway Walkway, open all weekend.**



Floristry Raffle

Buy tickets for the raffle of floral products, unusual gifts, gift certificates, and more. All proceeds go to the MFA Scholarship Fund which provides scholarships to attend the Great Lakes Floral & Event Expo or to become a Certified Florist. In 2017 four scholarships were awarded. To donate a service or product contact Cindy at (517) 575-0110. Your help is appreciated. **Saturday, 10:00 a.m. to 5:30 p.m., Sunday 11:00 a.m. to 2:30 p.m., Steelcase Ballroom A.**

MFA Annual Meeting

Network with your fellow MFA members and learn what the association plans for the future. Suggestions and ideas are always welcome. **Sunday, March 4, 2018, 12:00 p.m. to 12:30 p.m., Steelcase Ballroom B.**



2018 MFA Design Contest, Friday, March 2, 2018

Floristry an Everyday Event Design Contest!!

Sponsored by **FLORACRAFT**

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 design skills and exchange new ideas. You'll receive recognition for your work and gain publicity for you and your shop. Enter today; aim higher, achieve more, and reach for excellence.

MFA Design Contest 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: Body Flowers

Create a dream Corsage or Body Flower piece and Boutonniere for PROM! Supply an 8" x 10" framed photo of the gown or dress used for inspiration. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 24" x 30", with no height restrictions. Maximum wholesale value is \$35.00. Entry must be secure enough to withstand touching and handling by judges.

COLLEGE / PROFESSIONAL NOVICE • Theme: Quinceanera (a celebration of a girl's fifteenth birthday)

Create a Bouquet and Coordinating Hair flowers for a Quinceanera. All materials must be fresh or dried, no permanent botanicals (silks) or *props allowed. Display space is limited to 30" w x 30" d, with no height restrictions. Maximum wholesale value is \$50.00. Entry must be secure enough to withstand touching and handling by judges. You will be provided with a C 112 (6" tall and 3 3/8" diameter vase) from Syndicate Sales for the bouquet and a FloraCraft Styrofoam® head to display the hairpiece. These will be the only props allowed.

PRIZES FOR STUDENT DIVISION CATEGORIES

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

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

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 2018 issues of *The Professional Florist* magazine. He or she will also have the opportunity to represent the Michigan Floral Association at the National Alliance of Floral Associations (NAFA) National Designer of the Year contest held in October, 2018.

THEME 1: Life's Reflections

Using fresh floral product and dried materials design an easel spray to depict the life of the deceased. A plain or decorated easel is acceptable as long as it fits in the display space. All materials are permitted except permanent botanicals (silks) and no *props are allowed outside the arrangement. Display space is limited to 48" w x 48" d and no height restrictions. Maximum wholesale value of all materials including the easel is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

THEME 2: European Inspiration

Design a Biedermeier style bridal bouquet and coordinating boutonniere. All materials permitted except permanent botanicals (silks) and no *props are allowed. Display space is limited to 30" w x 30" d with no height restrictions. You will be supplied with a Syndicate Sales Vase 4099-12-09 (vase is 8" tall and 4" opening) to display your bouquet. This will be the only display vase allowed. No exceptions. Maximum wholesale value of materials is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

THEME 3: Gift Table at a Wedding

Create a design for a vessel used to collect cards at a wedding. All materials permitted including permanent botanicals (silks). Display space is limited to 30" w and 30" d with no height restrictions. Maximum wholesale value of materials is \$75.00. Entry must be secure enough to withstand touching and handling by judges.

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

SURPRISE PACKAGE! Design on the spot.
For more information download design contest packet.

PRIZES FOR PROFESSIONAL DIVISION

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

ACADEMY DIVISION

THEME: Set the Stage

Photo booths are a fun and popular activity at many modern weddings. Designers will create the Academy version of a "photo booth" using a floral frame. Each contestant will be assigned a theme upon registration. Arriving at GLFEE, they will be provided with a 36" x 24" wood frame made of 1" x 3" trim board along with a surprise package to incorporate into their design. Contestants will bring their own fresh flowers, foliages, dried materials, permanent botanicals, ribbons, branches, and other supplies to design their entry on site. The displays will be suspended from pipe and drape poles set up 8' tall by 6' wide. Maximum design space 7' tall by 5' wide. This is a great opportunity to show your fabulous floral designing skills and create a stunning display for all to see. A maximum wholesale value of \$150 is allotted for this project.

PRIZES FOR ACADEMY DIVISION

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

**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 Doug Bates
AIFD, CF at dbvogts@yahoo.com or call
(269) 625-4115. To download a design
contest packet visit www.michiganfloral.org
(Great Lakes Floral & Event Expo tab.)
**YOU MUST REGISTER BY
FEBRUARY 23, 2018!**



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: _____
 E-mail: _____ Tax ID#: _____

Great Lakes Floral & Event Expo

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

MARCH 2-4, 2018

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

Save by registering your entire staff with the **WEEKEND SHOP FLOWER PASSPORT** where all your employees can come!

**(Does not include any optional events)*

	Student Weekend Flower Event Pass*	Saturday Only* Entrance to Exhibits, Main Stage, and Business Education	Sunday Only* Entrance to Exhibits, Main Stage, and Business Education	Weekend Flower Event Pass* Entrance to Exhibits, Main Stage, Business Education, and MFA Design Contest – Both Days	Weekend Value Flower Event Pass Entrance to Exhibits, Main Stage, Business Education, MFA Design Contest & Saturday Night Banquet	Weekend Shop Flower Event Pass* Weekend pass for as many employees as your shop wishes to bring	OPTIONAL EVENTS													TOTAL EVENTS	
							Friday			Saturday			Sunday			Sat	Sunday				
							All-Day Business Session: Which Way are You Headed?	All-Day Business Session: Making Events Profitable	All-Day Hands-On Session: Weddings with an Artistic Flair	Be There or Be Square! FFA Student Certification Test Preparation	Hands-On Session: Refined Style for the Modern Bride	Hands-On Session: A Memorable Expression	Hands-On Session: Tablescapes	President's Reception, Banquet, and Awards Ceremony	Hands-On Session: Wedding Bouquets, What Mechanic?	Hands-On Session: Not your Grandma's Terrarium	Hands-On Session: Signature Style	Business Session: I Got On TV. Now What?	Business Session: But Can Google Find You?		Business Session: Blogging for Dollars
Member before 1/31/18	\$30	\$75	\$75	\$99	\$174	\$600	\$99	\$99	\$179	\$25	\$85	\$85	\$85	\$75 Table of 8 for \$560	\$85	\$85	\$85	\$75	\$75	\$75	
Member after 1/31/18	\$35	\$95	\$95	\$149	\$224	\$650	for the first attendee and		\$179	\$25	\$85	\$85	\$85	\$75 Table of 8 for \$560	\$85	\$85	\$85	\$75	\$75	\$75	
Non-Member before 1/31/18	\$45	\$125	\$125	\$185	\$260	N/A	\$59	\$59	\$279	\$45	\$125	\$125	\$125	\$125	\$125	\$125	\$125	All 3 for \$150			
Non-Member after 1/31/18 <small>To become a member visit www.michiganfloral.org</small>	\$50	\$150	\$150	\$225	\$300	N/A	for each additional staff member		\$279	\$45	\$125	\$125	\$125	\$125	\$125	\$125	\$125	All 3 for \$150			
1.																					
2.																					
3.																					
4.																					
5.																					
6.																					

Attach an extra sheet if more room is needed

ALL FEES ARE STRICTLY NON-REFUNDABLE.

REGISTRATION TOTAL Check Credit Card

Use your Credit Card (circle one)



Credit Card #: _____ Expiration Date: _____ Security Code: _____
 Name on Card: _____ Signature: _____
 Address: _____ City/State/ZIP: _____

Business Card and Tax ID required for registration.
 After Monday, February 26, 2018, 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)

REGISTER BY 1/31/18
 For best price and a chance to win a Plaza Dream one night stay at the Amway Grand Plaza Hotel!

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 \$139.00 per night, single/double. Mention that you are with the Michigan Floral Association group block. Reservations must be made prior to 2/04/18 to be insured this rate.

Mail to: Michigan Floral Association, P.O. Box 67, Haslett, MI 48840 If you want to fax please call (517) 575-0110 for Faxing instructions.

Look who's already signed up to Exhibit at the expanded 2018 GLFEE Trade Show!



You won't want to miss this chance to visit with your favorite vendors all under the same roof.

Trade Show Hours:

Saturday, March 3

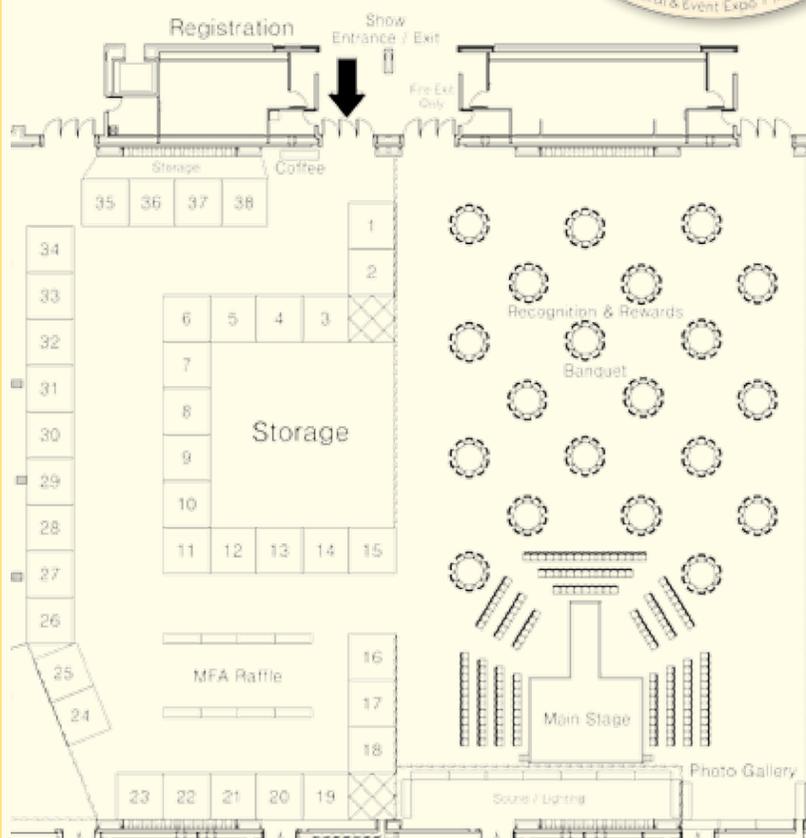
10:00 a.m. - 4:30 p.m.
and 5:30 p.m. - 6:30 p.m.

Sunday, March 4

11:00 a.m. - 2:30 p.m.

2018 Exhibitors as of 12/1/17

(alphabetical): Alice's Christmas Elves, BloomNet/Floriology, Connie Duglin Linen, Crocket Myers & Associates, DWF, Detail Flowers, Event Source, FloristWare, Flower Shop Network, Hyacinth House, Mayesh Wholesale, Multi Packaging Solutions, Nordlie Floral, A Kennicott Brothers Company, Smithers Oasis, Strider, Teleflora



2018 Gold Exhibitor Sponsors as of 12/1/17



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Powerful, Affordable, Easy-To-Use



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2018 MFA EXHIBITOR SPONSORSHIP PACKAGE OPPORTUNITIES!

Gold Sponsor Package

\$1299

(\$2333.00 Value SAVE \$1034.00)

- * Business Card 6 issues
Professional Florist: \$240
- * Link on michiganfloral.org
GLFEE & Partners page: \$600
- * Convention Booth: \$695
- * Full Page Convention Program Ad: \$500
- * 2 Extra Weekend Passes: \$298 (4 total)

Silver Sponsor Package

\$1099

(\$1684.00 Value SAVE \$585.00)

- * Business Card 6 issues
Professional Florist: \$240
- * Link on michiganfloral.org
Partners Page: \$300
- * Convention Booth: \$695
- * 1/2 Page Convention Program Ad: \$300
- * 1 Extra Weekend Pass: \$149 (3 total)

Bronze Sponsor Package

\$899

(\$1444.00 Value SAVE \$545.00)

- * Link on michiganfloral.org
Partners Page: \$300
- * Convention Booth: \$695
- * 1/2 Page Convention Program Ad: \$300
- * 1 Extra Weekend Pass: \$149 (3 total)

Exhibitor registration is still open.

Visit www.michiganfloral.org (Great Lakes Floral & Event Expo tab) or call Rod at (517) 575-0110 and register to exhibit today.