



**WUMFA**

WISCONSIN & UPPER MICHIGAN  
FLORISTS ASSOCIATION

6737 W. Washington St.  
Suite 1300  
Milwaukee, WI 53214

**Focus on the Future. Images of the Industry.**

Networking

Certification

Convention

Build Your Business

**2010 Convention**  
March 13-14, 2010  
Wilderness Resort, Wisconsin Dells

# WUMFA 2010 Convention + March 13-14, 2010

Wilderness Resort + 45 Hillman Road + Wisconsin Dells, WI 53965

## Attendee Registration Form

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

Shop Name \_\_\_\_\_ Submitted By \_\_\_\_\_  
 Address \_\_\_\_\_ Phone \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ Alternate Contact Number \_\_\_\_\_

**Payment**

I will send in a check or  I will be paying by credit card (Visa or MasterCard only)

Cardholder Name (please print) \_\_\_\_\_  
 Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_

**Registration Instructions:**

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

**Discounts:** After the first five registrants, a \$60 reduced rate applies.

**Students:** Special rates apply for students enrolled in accredited floral/horticultural programs. \$30 for WUMFA student members, and \$45 for non-members. Proof of qualified enrollment is required.

**Volunteering:** If you are interested in volunteering your time on-site, please mark the box with your name and enter your arrival time and date.

**Cancellation Policy:** Requests for refunds must be received by March 5, 2010 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 5, 2010 will not be refunded.

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

Name _____ E-mail _____	Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun <input type="checkbox"/> AM <input type="checkbox"/> PM	Registration Members <b>\$75</b>	Registration Non-Members <b>\$95</b>	Registration Member Students <b>\$30</b>	Registration Non-Member Students <b>\$45</b>	Total _____
Name _____ E-mail _____	Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun <input type="checkbox"/> AM <input type="checkbox"/> PM	<b>\$75</b>	<b>\$95</b>	<b>\$30</b>	<b>\$45</b>	Total _____
Name _____ E-mail _____	Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun <input type="checkbox"/> AM <input type="checkbox"/> PM	<b>\$75</b>	<b>\$95</b>	<b>\$30</b>	<b>\$45</b>	Total _____
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Name _____ E-mail _____	Volunteer? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Fri <input type="checkbox"/> Sat <input type="checkbox"/> Sun <input type="checkbox"/> AM <input type="checkbox"/> PM	<b>\$75</b>	<b>\$95</b>	<b>\$30</b>	<b>\$45</b>	Total _____

**Total** \_\_\_\_\_

## Noteworthy Practical Design Styles

### The Principles & Elements of Design as they apply to Vegetative, Form & Linear and Parallel Design Styles

In this class the student will create a Vegetative, Foam & Linear and Parallel design. Each design will concentrate on mechanics, flower placement and of course the Principles & Elements.

### Kevin Ylvisaker, AIFD



Kevin Ylvisaker AIFD is from Mukwonago, Wisconsin. He comes to the floral industry with a background in art that includes a concentration in sculpture and

weaving. He has been in the floral industry for more than thirty five years as a retail florist, wholesale florist, educator and freelance designer.

Kevin is currently a freelance designer and educator with his company KLY Floral International. He is a Teleflora Education Specialist with Teleflora and an Oasis Design Director for the Smithers Oasis Company. He is a consultant with Design Master Color Tool and is a member of the both the Fitz Designs and Acolyte design teams.

Kevin is a certified member of the American Institute Of Floral Designers (AIFD) and is a Past President of AIFD. He is a member of the Professional Floral Commentators International (PFCI). Kevin is a Past President of the Wisconsin & Upper Michigan Florists Association (WUMFA).

He has worked on both the current Teleflora Selection Guide and the Teleflora Wedding Guide.

## Noteworthy Practical Design Styles...

March 13th from 9:00 am-12:00 pm at the Wilderness in Wisconsin Dells.

### Registration Instructions:

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

### Pricing Information: \$100 for WUMFA members / \$120 non-members

Registration for the workshop includes the registration fee for the workshop, all fresh and hardgoods required (excluding the "student must bring" list), lunch, **AND complimentary registration to the full Convention.**

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

Shop Name \_\_\_\_\_

Submitted By \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Payment:

I will send in a check or  I will be paying by Visa or MasterCard

Cardholder Name (please print) \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

### Attendees:

<b>Attending SUNDAY?</b>	<input type="checkbox"/> Name _____	<small>Registration Members \$100</small>	<small>Registration Non-Members \$120</small>
	E-mail _____	<b>\$100</b>	<b>\$120</b>
	<input type="checkbox"/> Name _____	<b>\$100</b>	<b>\$120</b>
E-mail _____	<b>\$100</b>	<b>\$120</b>	
<input type="checkbox"/> Name _____	<b>\$100</b>	<b>\$120</b>	
E-mail _____	<b>\$100</b>	<b>\$120</b>	
<b>Total</b> _____			

**Return this completed form (with payment) to the WUMFA office:**

6737 W. Washington St. • Suite 1300 • Milwaukee, WI 53214

Phone: 414-755-6290 • Fax: 414-276-7704 • E-mail: info@wumfa.org



**Special thanks to the Wisconsin Florist Foundation (WFF) for supporting the Center for Education.**

## Schedule of Events

### Saturday, March 13, 2010

10:00 am	<b>Registration Open</b>	9:00-10:15 am	<b>Having Fun With Balloons... and BIG Profits!</b> <i>Marla Michael, CBA</i> <i>Sponsored by Pioneer Balloon Company</i>
9:00-12:00 pm	<b>Extended Seminar</b> <i>Kevin Ylvisaker, AIFD</i>	10:15-11:00 am	<b>Vendor Shopping</b>
1:30-2:30 pm	<b>The ABC's of Internet Marketing</b> <i>Jeff Corbin, AAF, AIFD, CFD, PFCI</i> <i>Sponsored by Wisconsin Florist Foundation</i>	10:15 am	<b>Silent Auction #1 Bidding Begins</b>
3:00-4:00 pm	<b>Are You In "Survival Mode" or "Success Mode"?</b> <i>Marla Michael, CBA</i>	11:00 am	<b>Final Silent Auction #1 Bids</b>
4:30-6:00 pm	<b>Welcome Reception &amp; Vendor Introduction</b>	11:00-12:15 pm	<b>Green To Organic...How We Can Change.</b> <b>Recycle...Repurpose...Reclaim</b> <i>John Hosek, AIFD, CAFA, MCF</i> <i>Sponsored by Teleflora</i>
6:00-7:30 pm	<b>Puttin' on the Glitz</b> <i>Kevin Ylvisaker, AIFD</i> <i>Sponsored by Design Master</i> <i>Karthauser &amp; Sons, Inc.</i> <i>Rojahn &amp; Malaney Co</i> <i>Smithers Oasis</i>	12:15-1:30 pm	<b>Lunch, Annual Meeting, Vendor Introductions, 2010-11 Board of Directors, Shop the Vendors, &amp; Design Contest Winners Announced</b>
7:30 pm	<b>Vendor Hospitality Suites Open</b>	1:30 pm	<b>Silent Auction #2 Bidding Begins</b>

### Sunday, March 14, 2010

7:00 am	<b>Registration Open</b>	1:30-2:45 pm	<b>Doing the Daily Grind</b> <i>Jeff Corbin, AAF, AIFD, CFD, PFCI</i> <i>Sponsored by FTD</i>
7:30-8:30 am	<b>Design Contest Check In</b> <i>Sponsored by Wisconsin Florist Foundation</i>	2:45 pm	<b>Closing Remarks &amp; Last Chance to Shop the Vendors</b>
8:00-8:45 am	<b>Coffee &amp; Vendor Shopping</b>	3:30 pm	<b>Final Silent Auction #2 Bids &amp; Raffle Winners Announced</b>
8:45 am	<b>Opening Remarks</b>		

## Hotel Rooms



Call 1-800-867-WILD, and book a room under the WUMFA block at Glacier Canyon Lodge, #164867, **\$145**.

**Wilderness Resort**  
45 Hillman Road  
Wisconsin Dells, WI 53965  
**800-867-9453 – CALL NOW!!!**

If you are attending the convention and would like a list of other hotels in the area, please contact the WUMFA office at 414-755-6290 or [info@wumfa.org](mailto:info@wumfa.org).

## Programs

### Saturday, March 13, 2010

**1:30-2:30 pm**

**The ABC's of Internet Marketing**  
*Jeff Corbin, AAF, AIFD, CFD, PFCI*  
sponsored by Wisconsin Florist Foundation

SEO... PPC... CTR... CPC... JPEG... META... Does any of this make sense? In today's business world, not knowing these terms will cost you money. After Jeff walks you through internet marketing and discusses ideas that will help your business earn its share of online revenues you will know what all of these initials mean and how they equate to a stronger bottom line. Topics discussed will range from website photography and email marketing to word density and search engine optimization. A "Must Attend" if you have a website or looking to get one.



**3:00-4:00 pm**

**Are You In "Survival Mode" or "Success Mode"?**  
*Marla Michael, CBA*

Come join Marla Michael, CBA as she gives you some tips and tricks on being in Success Mode! Learn how to be one of the Make It Happen people with some very important ways to survive these tough times in our industry! Are you worried about what's happening out there and how you are going to keep the shop's door open? Then you'll want to be part of this very informative class as Marla puts you on the fast track to not just Survival, but Success...all the way to the bank!

**4:30-6:00 pm**

**Welcome Reception & Vendor Introductions**

**6:00-7:30 pm**

**Puttin' on the Glitz**  
*Kevin Ylvisaker, AIFD*  
Sponsored by Design Master  
Karthauser & Sons, Inc.  
Rojahn & Malaney Co  
Smithers Oasis



**K**ARTHAUSER  
& SONS, INC.

WHOLESALE FLORIST  
**ROJAHN**  
& Malaney Co



#### 2010 Wedding Trend Runway Show

Returning to WUMFA with another amazing wedding runway show, Kevin presents a spectacular evening guaranteed to inspire all designers. See the current 2010 wedding trend projections come to life with centerpiece ideas and of course bouquets. From traditional to "edgy" this fast paced show will have you jumping in your seats for more.

### Sunday, March 14, 2010

**9:00-10:15 am**

**Having Fun With Balloons... and BIG Profits!**  
*Marla Michael, CBA*  
Sponsored by Pioneer Balloon Company

You'll want to take pictures ... so bring your camera!

Have you ever wondered why the balloons in your bouquets weren't floating quite right? Or why the balloons just look cloudy and dull after just a few hours? Or do they seem to lose their WOW! before they even leave your shop?

Come to this information packed WOW! demonstration and find out all the answers and much, much more! This class will feature ideas using the new Qualatex Bubble Balloons to create not only bouquets but some other absolutely awesome ideas to help build your nest egg in the bank! Be some of the first to experience this new product! These stretchy plastic balloons never oxidize and are non-allergenic. With the cost of helium on the rise, this class is perfect! Bubble Balloons last for weeks!

**11:00 am-12:15 pm**

**Green To Organic...How We Can Change.  
Recycle...Repurpose...Reclaim**  
*John Hosek, AIFD, CAFA, MCF*  
Sponsored by Teleflora

In design, we often look for ways to reinvent ourselves. In life, we are told that we need to protect our environment and become more green/organic. By making some changes in our daily routine, we can make a difference in both of these aspects! In this program we're going to incorporate both changing our habits and ideas with some "vintage" (old!) and new products that we have in our shop and show some fun ideas that everyone can use to reinvent their own style.

teleflora®

**1:30-2:45 pm**

**Doing the Daily Grind**  
*Jeff Corbin, AAF, AIFD, CFD, PFCI*  
Sponsored by FTD

Another day, another dollar! Can you guarantee it's a dollar earned and not a dollar spent? You can after this program. Jeff will focus on the aspects of daily designs, shop operations and marketing to guide your team to victory through these tight, lean times.



## Starring

### Jeff Corbin, AAF, AIFD, CFD, PFCI



Involvement in the floral industry for over 30 years, Jeff Corbin brings a practical perspective of design and business to his audiences. As an active owner, Jeff understands the current challenges facing the floral industry.

As a commentator, he is best known for his common sense approach to running a profitable and innovative business. His charismatic presentations entertain as well as teach his audiences. He believes education and communication are the two most important aspects that can strengthen today's floral industry. His signature style of design emphasizes simplicity and productivity.

Jeff is active on all levels of the industry. He is a past president and charter member of the Virginia Professional Florist Association, as well as Chairman for Professional Floral Communicators International. Jeff has traveled throughout the United States and Canada leading hands-on workshops, participating on design panels and presenting commentary for the design and business aspects of the floral industry. Jeff has been a lecturer/designer for local and state garden clubs, as well as a guest contributor to the Christmas decorations for the Virginia Governor's Mansion under multiple administrations.

Jeff's work and editorials have been published in Florist's Review, Floral Management and The Mercury Messenger, FTD's Newsletter. He can also be found in the Video Library section of FTD University, FTD's online training tool.

### John Hosek, AIFD, CAFA, MCF



John Hosek co-owner of Design Circle is known for his creative style and flair. With a degree in Supervision and Engineering Graphics, John first began selling his floral artistry while employed at General Motors Company.

In 1987, John opened his own retail store and began his pursuit of floral knowledge which has since gained him membership in the American Institute of Floral Designers (AIFD), Canadian Academy of Flora Artistry (CAFA) and Michigan Certified Florists (MCF). His commitment and desire for professionalism was exemplified during his tenure as President of the Michigan Unit of Teleflora and chairmanship of the Michigan Florist Association Convention. His design talents have placed him on top in numerous competitions as

well as receiving the prestigious Designer of the Year award at the 1999 Michigan Floral Association annual convention.

John's talents have been commissioned by the United States Ambassador to Bermuda for holiday decorations. In 2001 John was asked to join the design team for the Oscars and to return again in 2002 thru 2009. Also in 2001 he was asked to present a symposium-styled program in Sydney, Australia and teach floral design at one of the Universities. In 2009 he joined Teleflora's prestigious team of Education Specialists. John's professionalism, passion for floral artistry and contagious smile and laugh have earned him respect and admiration from peers.

### Marla Michael, CBA

Marla has been in the Special Event and Balloon Decorating business since 1992, and is the Midwest Field Service Representative for Pioneer Balloon Company, maker of Qualatex balloons.



A Certified Balloon Artist, Marla speaks from experience and is well known throughout the industry for her contagious enthusiasm for balloons!

### Kevin Ylvisaker, AIFD

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## Spring Design Contest

### Centerpieces

It has been decided that several of the 2010 Design Competition categories will again be used as centerpieces at the luncheon. Keep this in mind while you create your pieces.

### Check in times:

Sunday, 3/14 from 7:30 - 8:30 am

### Prize Money:

**1<sup>st</sup> Place - \$75**

**2<sup>nd</sup> Place - \$35**

**3<sup>rd</sup> Place - \$25**

**Academy - \$200 + traveling trophy**

All designs must contain at least 70% fresh product.

### Puttin' On the Glitz

Design a lavish wrist corsage and boutonniere combo for a Junior Prom. Must include at least one of the following: Glitter, Design Wire, Beading, Acolytes, or Rhinestones. The 2 designs must compliment each other.

### World of Warhol

Construct a design for the Grand Opening of an Art Museum. The Museum Curator wants the design to feature ideas and inspirations from the work of Andy Warhol. Width cannot exceed 30". Height cannot exceed 36".

### The Gen Y Bride

Design a Bridal Bouquet for your 22 year old client. She wants a mix of vintage charm with a dash of modern flair. She is wearing her Grandmother's pearls and her bridesmaids are wearing lime green dresses. She has no preference of a hand-tied bouquet or a cascade. Make her happy! Bouquet may be displayed in a vase or container. The vase or container used to prop the bouquet will not be considered for judging.

## Rules

### One entry per category per person.

1. This contest is open to WUMFA members and their employees.
2. Contestants may enter as many classes as they wish, but only one entry per class.
3. Each contestant must fill out an identification slip for each entry. Entry envelopes and identification slips will be provided at design contest check-in.
4. The contest will be held at the Wilderness in Wisconsin Dells on Sunday, March 14, 2010. Designs must be entered on Sunday, March 14 from 7:30-8:30 am. Contest entries will be placed in the contest room by committee members only. Entrants will not be allowed into the judging area until judging is complete.
5. Props and accessories, if allowed, must not dominate the floral design. All designs must contain at least 70% fresh product
6. When a price limit is required, everything used in the arrangement must be itemized on a 3x5 note card attached to the entry. Your container, hard goods, and fresh items not listed on the provided price list must be itemized at wholesale market price.
7. Prizes will be awarded for designs that best fulfill the class requirements.
8. AGAIN THIS YEAR...All score sheets will remain with the contest entries to help educate and encourage the contestants. Constructive comments will be made at each judge's discretion.
9. Prizes in Classes I through III shall be \$75.00 for 1<sup>st</sup> place, \$35.00 for 2<sup>nd</sup> place, and \$25.00 for 3<sup>rd</sup> place.
10. The designer deemed **BEST OF SHOW** will be selected for the 1<sup>st</sup> place winners in Classes I through III. The winner will receive a certificate and a sweepstakes traveling trophy. The decision of the judges in final.
11. Points are awarded as follows... 1<sup>st</sup> Place: 10 points; 2<sup>nd</sup> place: 7 points; 3<sup>rd</sup> place: 5 points. Of the 50 points needed to gain admission into the **Academy of Designers**, at least 20 points must be earned in 1<sup>st</sup> place awards. New Academy members will receive a plaque commemorating their achievement and be invited to compete in next year's Academy of Designers Competition!
12. The winners will be announced Sunday afternoon. Entries may not be checked out until after the winners have been announced.
13. WUMFA assumes no liability for lost or stolen goods.

## Academy of Designers

### 2010 Academy Design Competition

#### The Design:

*Your client wants you to design a lavish arrangement for their parents' 40th Wedding Anniversary.*

*This design will be displayed in the Lobby of the conference center rented for the party, and will be seen from all sides.*

#### Requirements:

- The Design must contain a minimum of 70% fresh materials.
- May not exceed 36" width
- May not exceed 48" height
- May not exceed \$75 cost wholesale
- Design must be accompanied with a printed list of priced hard goods and priced fresh materials used in the design.
- All elements of the design must be recorded including items such as foam, tape and adhesives.

## WUMFA Raffle Drawing

WUMFA offers a raffle for convention attendees, proceeds of which benefit the scholarship fund. The scholarships offer recipients complimentary registration to the WUMFA convention as well as the workshop series offered through our Center For Education.

**Tickets are \$1 each, or 20 for \$10**

*Please bring along a few extra dollars to help raise money to support WUMFA floral education!*