

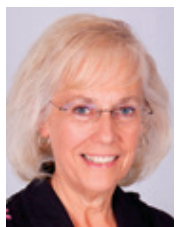
## WUMFA

# WUMFA 2017 Convention Preview

BY PATTY MALLOY, AIFD, WUMFA PRESIDENT



2017 WUMFA CONVENTION • TO THE FUTURE AND BEYOND



**I**t's time for a preview of what's in store at the annual WUMFA spring convention, March 24 – 26, 2017. Plans are underway for a fantastic weekend "To The Future and Beyond" at the Chula Vista Resort in the Wisconsin Dells. Find out what's new on the cutting edge of the floral industry today and tomorrow.

New this year is a "Flower Chopped" competition on Friday evening kicking off an exciting weekend of fun, education, and inspiration. Cheer on your favorite team and see who wins.

On Saturday and Sunday national renowned main stage designers will offer inspirational designs for sympathy, wedding, and everyday events. Jeff Corbin, AAF, AIFD, PFCI, will be presenting the Daily Grind sponsored by FTD. Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI, will feature a wedding show sponsored by Teleflora. Sympathy designs will be presented by Denise Gerke, AIFD, PFCI, and Alan Masters, AIFD.

There will be some educational hands-on sessions offered all three days along with several business sessions on the agenda. Plenty of time will be available for shopping at the trade show and learning new tips and tricks with products featured by the vendors.

Be sure to check out the design contest, enter your designs, and showcase your special talents.

Items will be on display for a raffle throughout the weekend and stage show designs will be auctioned off on Sunday. Buy raffle tickets for a chance to win a variety of great items. And bid on the silent auction items for a chance to take home some beautiful floral designs and supplies.

With a central state location for the convention this year in the Wisconsin Dells, the event offers to be a great place to bring the entire family along, especially for the kids to be entertained at the Chula Vista Resort and water park. There's something there for everyone!

Check the WUMFA website [www.wumfa.org](http://www.wumfa.org) for more details coming soon. Mark the date on your calendar and plan to attend and invest in your "future and beyond". ✿

### 2017 WUMFA DESIGN PRESENTERS



**Jeff Corbin, AIFD, AAF, PFCI**, is an FTD education consultant and the owner of Radford City Florist in Radford, Virginia. He has been active in the industry for over thirty years and is known for emphasizing simplicity and productivity in his design work.

He believes education and communication are crucial in strengthening today's floral industry. He is a past president and charter member of the Virginia Professional Florist Association as well as a past chairman of PFCI. He has traveled throughout North America leading hands-on workshops, participating on design panels and presenting commentary on both design and business in the floral industry.



**DENISE GEHRKE, AIFD, PFCI**, is currently working at Destinations by Design in Las Vegas. Back in Wisconsin, she was very active with WUMFA. She became a member of the WUMFA Academy of designers in 2002. She also has been president of the Teleflora

Wisconsin/ Upper Michigan Unit and has worked on the Tournament of Roses Parade. In Las Vegas she has helped with the design and installation of major New Year's Eve parties. Besides weddings and events, she has a passion for educating and mentoring other designers. She is a winner of the 2016 Houston Cup, and 2016 first runner up in the Texas Cup.



**Loriann List, AIFD**, has been in the business of floral design for 30 years. With a background in interior design, her floral design skills were fine tuned by WUMFA's master design classes and she went on to receive her Master Florist pin. She is also a former WUMFA president. She has been

inducted into the WUMFA Hall Fame and Academy of Floral Design. She and her husband Karl own Wanta's Floral and Gift in Clintonville and are recipients of the Small Business of the Year by the Chamber of Commerce.



**Alan Masters, AIFD**, has been designing for 31 years, starting at a small home town florist in Lufkin, Texas. Through the years he has worked at and managed several flower shops, grocery store and craft store floral departments. He is now on the staff at Compton's in LaPorte,

Texas. In 2013, he began competing in design competition. In 2016, he won the National Alliance of Floral Associations Designer of the Year contest and the Texas Cup Designer of the Year competition. He has a passion for floral design with a strong emphasis on education not only in the floral industry but in the community.



**Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI**, is the current president of AIFD. She has been in the floral industry for over 40 years. She has been instrumental in organizing educational programs throughout the Southwest and served as past president of the Teleflora Arizona

unit, the Arizona State Florists' Association and the

Southwest Region of AIFD. She has designed and commented at many shows, won the 2013 Sylvia Cup competition, and was a competitor in the Intercontinental Design Cup in Japan. Noted for her innovative ideas and design talents, she is a member of Teleflora's team of educational specialists.



**Susan Wilke, AAF, PFCI**, has been in the floral industry for three decades as a retailer, greenhouse employee, designer, merchandiser, spokesperson and wholesaler. For 19 years, she has championed Wisconsin florists as spokesperson for the Wisconsin Floral Marketing

Council. At WUMFA, she has been on the design school committee, coordinated programs throughout the region and serves as an educational instructor. She now serves on the PFCI board of trustees. Each year, Wilke donates her design talent and serves as commentator for horticulture speakers at the Wisconsin State Fair. Her tireless energy has helped keep the 11-day event in the news.



**Robbin Yelverton, AAF, AIFD, CF, PFCI**, is co-owner of Blumz... by JRDesigns, as well as a designer/educator with over 30 years experience. He is known for his expertise in sales, marketing and design of wedding, sympathy, holiday, events and everyday designs. He actively

uses Facebook, Twitter and blogging as marketing tools. He holds a Masters of Science in ornamental horticulture and has taught horticulture, floral design, and interior plant maintenance. He currently serves on the PFCI board of trustees and is a guest blogger on the SAF "About Flowers" blog. He is a former Mississippi, Michigan and National Alliance of Floral Associations Designer of the Year.

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**WUMFA Staff**

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

**2017 WUMFA  
BUSINESS PRESENTERS**



**Mark Anderson**, has been in the flower business for over 20 years. He is the lead developer of FloristWare, an order-taking and point-of-sales system for retail florists. He is in close contact with florists all over North America. This provides valuable insight into successful practices, that with the client's permission, contributes to the "Tech Talk" column in *Floral Management* magazine. He was the first independent tech provider to serve as a member of the SAF technology committee.



**Robbin Yelverton, AAF, AIFD, CF, PFCI**, is co-owner of Blumz...by JRDesigns, as well as a designer/educator with over 30 years experience. He is known for his expertise in sales, marketing and design of wedding, sympathy, holiday, events and everyday designs. He actively uses Facebook,

Twitter and blogging as marketing tools. He holds a Masters of Science in ornamental horticulture and has taught horticulture, floral design, and interior plant maintenance. He currently serves on the PFCI board of trustees and is a guest blogger on the SAF "About Flowers" blog. He is a former Mississippi, Michigan and National Alliance of Floral Associations Designer of the Year.

# 2017 WUMFA Convention Sessions

## FRIDAY, March 24, 2017

### ALL DAY HANDS-ON WORKSHOP: WDD (What Would Designers Do?)

Presented by Denise Gehrke, AIFD, PFCI, and Alan Masters, AIFD

Date: Friday, March 24, 2017

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

Location: Room G and H • *Additional fees apply. Bring your own tools.*

Millennials, or Generation Y are now our customers. When they order prom flowers they show us pictures on their phones. As brides, they are bringing in their Ipads and Pinterest pages. As designers, we need to adapt and cater to our Gen Y customer by creating WTW (weddings that wow) and BFF (body flowers that are flattering). This workshop will be a fresh approach to bouquets and body flowers that will attract the texting generation. It's going to be a BYOB (build your own bouquet) and much more hands on experience. Combined, Alan and Denise bring 56 years of ATDT (at the design table) knowledge. Not only will you learn some great tips and tricks for designing your wedding and body flowers. But we also hope you get TMI (too much information) and all of your FAQ (frequently asked questions) answered. Bring your PEEPS (friends) for a DIY (design it yourself) learning experience!



### MAIN STAGE DESIGN SHOW: So You Want to be a Designer!

Presented by Kurt Jorgenson

Date: Friday, March 24, 2017

Time: 8:00 p.m. to 9:30 p.m.

Location: Rooms E and F

*New This Year!*

New this year...the exciting Flower Chopped contest, our version of the Food Network's Chopped program. Live and in color you will see experienced designers mentoring a select group of industry professionals who have no design experience whatsoever. These novice designers will create one of a kind arrangements, all using the same materials. There will be one winner declared the Chopped champion.

## SATURDAY, March 25, 2017

### MAIN STAGE DESIGN SHOW: 50 Great Ideas in 50 Minutes

Presented by Loriann List

Sponsored by Krueger Wholesale and Design Master

Saturday, March 25, 2017

Time: 9:00 a.m. to 9:55 a.m.

Location: Room E and F



Go Back to the Future with quick and easy ideas to make design and display fun and fabulous. These are some of the greatest ideas WUMFA has given to members over the years and you will be able to take them home and use them everyday. With fresh product donated by Krueger Wholesale and paint by Design Master you'll want to get out of bed early on Saturday morning.

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

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI

Sponsored by FloristWare

Saturday, March 25, 2017

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

Location: Room E and F



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

### MAIN STAGE DESIGN SHOW: Doing the Daily Grind

Presented by Jeff Corbin, AAF, AIFD, PFCI

Sponsored by FTD

Saturday, March 25, 2017

Time: 12:30 p.m. to 1:30 p.m.

Location: Rooms E and F



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

*Continued on page 22.*

## HANDS-ON WORKSHOP: European Influenced Bouquets

Presented by Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI

Sponsored by Teleflora

Saturday, March 25, 2017

Time: 1:30 p.m. to 3:30 p.m.

Location: Room G and H • *Additional fees apply. Bring your own tools.*



Inspirations for creative bridal bouquets come from many global influences. Gathering these influences, you will see the complexity of composite designs and mechanical forms that will astound you. Enjoy amazing designs and challenge your creativity with ideas, techniques and applications when creating European influenced concave bridal bouquets. Nothing like you have ever done before!

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

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI

Sponsored by FloristWare

Saturday, March 25, 2017

Time: 1:45 p.m. to 2:45 p.m.

Location: Room E and F



Changes in the funeral industry like the increased popularity of cremation, "in lieu of flowers" messaging and free websites from floral order gatherers have made sympathy work harder to come by and less profitable. This session, using a combination of presentation, discussion and Type in Action activities, will show you how to stay profitable while working around these issues. It will also look at marketing to customers that increasingly default to order-gatherers and drop-shippers when buying flowers.

## MAIN STAGE DESIGN SHOW: Professional Designer of the Year Run Off

Presented by Susan Wilke, AAF, PFCI

Saturday, March 25, 2017

Time: 3:45 p.m. to 4:30 p.m.

Location: Room E and F

*New This Year!*

Come watch the exciting professional design competition. This intense, exciting, awe-inspiring design event will take place on the main stage. The top three floral designers from the Professional Division design contest will compete against each other head to head designing with identical materials for the "Designer of the Year" title. Florists, friends and family will be in the audience to cheer them on. A distinguished panel of judges will choose one lucky designer who will win the title of WUMFA Designer of the Year who will be announced at the banquet Saturday night.

## SUNDAY, March 26, 2017

### HANDS-ON WORKSHOP: Sympathy Trends and You...

Presented by Robbin Yelverton, AAF, AIFD, CF, PFCI

Sponsored by BloomNet

Sunday March 26, 2017

Time: 8:30 a.m. to 10:00 a.m.

Location: Room G and H • *Additional fees apply. Bring your own tools.*



Sympathy flowers and memorial tribute, like the rest of our industry, have

changed drastically over the past few years. It's no longer a funeral, it's a celebration of life. Find out about the latest market trends, promotional and marketing ideas, new containers and merchandise, as well as creative designs that sell when dealing with a bereaved family. You'll learn which non-floral add-ons are growing in popularity, from wind chimes to stepping stones; how to market yourself as a source for both flowers and other event-related needs of memorials and funerals; important questions to ask and how to train new staff to work with bereaved families and funeral directors with sensitivity and confidence. Projects will include a tray design with a picture frame or a small plaque inside and a design with a small figurine..

## BUSINESS SESSION: Ways to Improve Your Bottom Line

Presented by Mark Anderson

Sponsored by FloristWare

Sunday, March 26, 2017

Time: 9:00 a.m. – 10:00 a.m.

Location: Room E and F



In this workshop approach, Mark Anderson will help develop a plan participants can actually put in place when they get back to their shops. 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: Stars in Heaven

Presented by Denise Gehrke, AIFD, PFCI and Alan Masters, AIFD

Sponsored by the Wisconsin Florist Foundation

Sunday, March 26, 2017

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

Location: Rooms E and F



Let's take a moment of reflection on the year 2016, with a celebration of lives lost. As designers, we are called upon regularly by families who have lost loved ones. They are asking us to remember someone's life with flowers. By breaking away from the "traditional" sympathy designs, and creating personalized tributes, you will set yourself apart from the norm. Your designs will stand out, and be remembered. That is our challenge... we owe it to ourselves to make customers desirous of our floral artistry. This program is going to have you looking at sympathy designs in a whole new light.

## MAIN STAGE DESIGN SHOW: Beyond the Bouquet

Presented by Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI

Sponsored by Teleflora

Sunday, March 26, 2017

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

Location: Room E and F



Making her wedding day special is all about style and design. See the latest trends for bouquets and events. Learn how to create popular design styles for bridal bouquets that include floral techniques and new products that make time and profit a priority. View the newest color influences for coming seasons and how this reflects on our floral products. You'll be able to walk away with ideas from inspiring collections of unique bouquet ideas and complementary designs for visual impacts.

*WUMFA would like to thank our fine convention sponsors!*








# 2017 WUMFA Design Contest

**Check-in times: Friday from 6:00 p.m. to 8:00 p.m. and Saturday from 8:00 a.m. to 11:00 a.m.**

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn, rate your talents and exchange ideas while competing. Competitors will receive professional recognition for their work, ribbons, certificates, cash awards, acknowledgement at the Saturday night banquet and in *The Professional Florist*.

## New Rules for the Designer of the Year Contest !!!!

### WUMFA PROFESSIONAL DESIGNER OF THE YEAR

New this year. Open to all those entered in all three themes in the Professional Division.

In order to attain WUMFA Professional Designer of the Year status, you must enter all three Professional Division themes. The three individuals with the highest cumulative points from the three themes will be selected as finalists to compete in a Spontaneous Surprise Package competition. Finalists are responsible for their own tools, knife, wire cutter, pruner, and scissor. The finalist with the highest total points will be the winner. Results will be announced at the Recognition and Awards Banquet on Saturday night in the Grand Ballroom. The winner will receive \$150, a recognition plaque and the coveted title of 2017 WUMFA Designer of the Year.

### STUDENT DIVISION THEME

#### Monochromatic

Pick your color for the future, and create a simple design in a green bowl with 1/3 block of foam (Oasis® #45-38014/Syndicate Sales #73). The flowers are your choice but must be the same color theme. Fresh flowers and greens only. No permanent botanicals (silks), dried allowed. Design must stay within 12" x 12" and no higher than 16" with a wholesale cost of \$25, and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges. **\*No props allowed.**

### COLLEGE/TRADE SCHOOL/NOVICE DIVISION

#### THEME

#### The Flower of the Future

Yes, the carnation is back. Create a design using 25 carnations in a container of your choice. Only

carnations and two types of greens can be used. No fillers may be used. Sheet moss may cover your mechanics. Because the tight roundy, moundy look has been around so long this look will not work for your customer so be creative. No dried (other than sheet moss), wire, ribbons or permanent botanicals (silks) permitted. Design must stay within 12" wide by 24" long and 18" tall. Wholesale value not to exceed \$40 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges. **\*No props allowed.**

### PROFESSIONAL DIVISION

#### THEME 1:

#### Today's Tropical-High Tech

Create a centerpiece for a college graduation party. The theme of the party is tropical with a high-tech flair. Keeping this in mind, tropical flowers and foliage must be incorporated in the design. Other fresh flowers, foliage and decorative wire may be used but the majority of the design must be tropical. These centerpieces will be placed on a 72" round table that will be set for the dinner on Saturday evening. No dried, ribbons or permanent botanicals (silks) permitted. Display space is limited to 18" by 18" with height restriction of 48". Wholesale value not to exceed \$100 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges. **\*No props allowed.**

#### THEME 2:

#### Keeping The Bride "Connected"

Create a cascade bridal bouquet in a holder with brightly colored flowers and brightly colored phone chargers. The cascade may be long or short just as long as it cascades. Along with the

phone chargers decorative wire may be incorporated into the bouquet. All materials are permitted except dried and permanent botanicals (silks). Wholesale value should not exceed \$75 for flowers, greens, supplies and chargers. May bring a prop to display the bouquet but must be easily removable for judging. Entry must be secure enough to withstand touching and handling by judges.

#### THEME 3:

#### For the Future

One year old today, "Happy Birthday". Help us celebrate this birthday by using your imagination in creating an arrangement showing what you may create 17 years later for his /her birthday party. The only request is to use the 6" x 6" x 6" clear glass cube (vase) that was used for the first birthday party. All materials including fresh flowers, foliage, and decorative wire are permitted except for dried and permanent botanicals (silks). Display space is limited to 15" by 15" with height restriction of 20". Wholesale value not to exceed \$50 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by judges. **\*No props allowed.**

*(Remember, if you sign up for all three themes you must bring your own tools in case you selected as a finalist to compete in the Spontaneous Surprise Package.)*

### ACADEMY DIVISION

#### THEME:

#### Future of Cell Tower Tablescapes

Create a tablescape for the center of an 8' rectangular banquet table. The design must be your interpretation of the skyline with nothing but cell towers. The colors for this will be all white, silver and clear except for the greens used. Fresh flowers, dried materials, decorative wire, fresh greens and props may be used. All materials are permitted except permanent botanicals (silks) Wholesale value not to exceed \$125 not including props and must be accounted for on the cost form provided in the packet. Exhibit must be secure with solid construction/mechanics to withstand seating and movement of guests, touching and handling of judges.

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

*WUMFA bears no responsibility for damaged or stolen items.*

### PRIZES FOR ALL CATEGORIES AND THEMES

Prizes are sponsored by Wisconsin Florist Foundation

- First Place: \$100, ribbon and certificate
- Second Place: \$50, ribbon and certificate
- Third Place: \$35, ribbon and certificate
- Professional Designer of the Year: \$150, plus a plaque
- Academy: \$250, and Certificate

### SEE DESIGN CONTEST PACKET FOR ELIGIBILITY REQUIREMENTS.

Download contest packet at [www.wumfa.org](http://www.wumfa.org). If you have any questions please contact: Design Contest Chairperson Phil Meyer, AIFD Email: [flowerattitude@hotmail.com](mailto:flowerattitude@hotmail.com) • Cell Phone: (414) 687-7359 or contact the WUMFA office at (517) 253-7730.



## 2017 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

### FRIDAY, MARCH 24, 2017

9:00 a.m. - 8:00 p.m.	Registration Desk Open	Grand Lobby
9:30 a.m. - 4:30 p.m.	All Day Hands-On Workshop <b>WWDD (What Would Designers Do?)</b> Denise Gehrke, AIFD, PFCI, and Alan Masters, AIFD Sponsor: WFF	Room G & H
6:00 p.m. - 8:00 p.m.	Design Contest Registration	Grand Lobby
6:00 p.m. - 8:00 p.m.	Trade Show Reception	Room A, B, C, & D
8:00 p.m. - 9:30 p.m.	Main Stage Design Show <b>So You Want to Be a Designer! – Flower Chopped Contest</b> Kurt Jorgenson	Room E & F

### SATURDAY, MARCH 25, 2017

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Grand Lobby
8:00 a.m. - 11:00 a.m.	Design Contest Registration	Grand Lobby
9:00 a.m. - 9:55 a.m.	Main Stage Design Show <b>50 Ideas in 50 Minutes</b> Loriann List, AIFD Sponsor: Krueger Wholesale and Design Master	Room E & F
10:15 a.m. - 11:15 a.m.	Business Session <b>Building/Maintaining/Monitoring Relationships with Funeral Directors</b> Robbin Yelverton, AAF, AIFD, CF, PFCI Sponsor: FloristWare	Room E & F
11:00 a.m. - 6:00 p.m.	Trade Show Open	Room A, B, C, & D
11:00 a.m. - 6:30 p.m.	Raffle Open	Grand Lobby
11:00 a.m. - 12:30 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
12:30 p.m. - 1:30 p.m.	Main Stage Design Show <b>Doing the Daily Grind</b> Jeff Corbin, AAF, AIFD, PFCI Sponsor: FTD	Room E & F
1:30 p.m. - 3:30 p.m.	Hands-On Session <b>European Influenced Bouquet</b> Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI Sponsor: Teleflora	Room G & H
1:45 p.m. - 2:45 p.m.	Business Session <b>Working Around Changes in the Floral and Funeral Industries</b> Robbin Yelverton, AAF, AIFD, CF, PFCI Sponsor: FloristWare	Room E & F
2:00 p.m. - 6:30 p.m.	Design Contest Open for Viewing	Grand Lobby
2:45 p.m. - 3:45 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
3:45 p.m. - 4:30 p.m.	Main Stage Design Show <b>The Professional Designer of the Year Run Off</b>	Room E & F
4:30 p.m. - 6:00 p.m.	Tips and Tricks on the Trade Show Floor	Room A, B, C, & D
6:30 p.m. - 7:00 p.m.	Hall of Fame Reception	Grand Ballroom
7:00 p.m. - 9:00 p.m.	Recognition and Awards Banquet	Grand Ballroom

### SUNDAY, MARCH 26, 2017

8:00 a.m. - 12:30 p.m.	Raffle Open	Grand Lobby
8:00 a.m. - 4:30 p.m.	Registration Desk / Book Fair Open	Grand Lobby
8:00 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Grand Lobby
8:30 a.m. - 10:30 a.m.	Hands-On Session <b>Sympathy Trends and You... Adjusting to the Changing Market</b> Robbin Yelverton, AAF, AIFD, CF, PFCI Sponsor: BloomNet	Room G & H
9:00 a.m. - 10:00 a.m.	Business Session <b>Ways to Improve Your Bottom Line</b> Mark Anderson Sponsor: FloristWare	Room E & F
10:30 a.m. - 11:30 a.m.	Main Stage Show <b>Stars in Heaven</b> Denise Gerke, AIFD, PFCI, and Alan Masters, AIFD Sponsor: WFF	Room E & F
11:30 a.m. - 12:30 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
12:30 p.m. - 1:30 p.m.	Annual Meeting, Lunch Served	Grand Ballroom
1:30 p.m. - 3:30 p.m.	Raffle Open	Grand Lobby
1:30 p.m. - 2:30 p.m.	Trade Show Only Shopping Time	Room A, B, C, & D
2:30 p.m. - 3:30 p.m.	Main Stage Design Show <b>Beyond the Bouquet</b> Joyce Mason-Monheim, AAF, AIFD, AzMF, PFCI Sponsor: Teleflora	Room E & F
3:45 p.m. - 4:15 p.m.	Auction	Room E & F
4:15 p.m.	Raffle Winners Available	Grand Lobby

## Tropical Luau Banquet

*Come join us at a festive Hawaiian Luau.  
Saturday, March 25, 2017  
7:00 p.m. to 9:00 p.m.  
Grand Ballroom, Chula Vista Resort  
Additional Fees Apply*

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



# WUMFA 2017 Annual Convention Registration Form

March 24-26, 2017 • Chula Vista Resort • 2501 N. River Road • Wisconsin Dells, WI 53965

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

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

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.  <b>Volunteering:</b> If you are interested in volunteering your time on-site, please call (517) 253-7730.  <b>Discounts:</b> After the first five registrants, a \$79 weekend pass reduced rate applies for weekend passes.  <b>Students:</b> Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.  <b>Cancellation Policy:</b> Requests for refunds must be received by March 3, 2017 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 3, 2017 will not be refunded.	Optional Events											TOTAL ALL EVENTS
	Friday		Saturday		Sunday							
	All-Day Hands-On Workshop WWDD (What Would Designers Do?)	European Influenced Bouquet	Hall of Fame Dinner Event \$60 at the Door; Table for Eight \$375	Workshop: Sympathy Trends and You	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$10/Preregister Each Theme or \$15 Each at Door							
<b>Member</b>	\$60	\$20	\$79	\$30	\$99	\$50	\$199	\$59	\$49	\$59	\$10ea	
<b>Non-Member</b> (To become a member, visit WUMFA.org)	\$90	\$30	\$119	\$45	\$149	\$75	\$299	\$89	\$49	\$89		
1.												
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email:												
6.												
email:												
<b>If you would like to volunteer please contact the WUMFA office at (517) 253-7730.</b>	<b>REGISTRATION TOTAL</b> <input type="checkbox"/> Check <input type="checkbox"/> Credit Card											

## HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Call (877) 436-3413 or direct (608) 254-1628 to make a reservation. Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to insure the rate of \$95.00. Reservation must be made by February 21, 2017 to insure the group rate.

## PAYMENT

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

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

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

Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

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