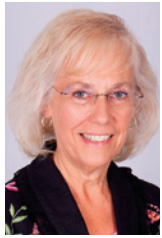




WUMFA CONVENTION

Welcome to 'Adventures in Wonderland'

BY PATTY MALLOY, AIFD, CFD, WUMFA PRESIDENT



The 2016 WUMFA Spring convention committee has been busy planning a terrific weekend, April 1-3, to enlighten and delight convention attendees.

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

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

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

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

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

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

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

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

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

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

Make plans today to attend the WUMFA annual spring convention "Adventures in Wonderland" April 1 to April 3, 2016, at the Radisson in Green Bay, WI. It promises to be educational, enchanting and entertaining for all! We hope to see you there! ✿

WUMFA would like to thank our fine convention sponsors!



2016 WUMFA CONVENTION • ADVENTURES IN WONDERLAND

2016 WUMFA DESIGN PRESENTERS



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

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



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

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



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

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



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

WUMFA Board of Directors 2015

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 Executive Assistant: Cindy S. Ching, AIFD, CF

2016 WUMFA BUSINESS PRESENTER



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

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



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

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

2016 WUMFA Convention Sessions

FRIDAY, April 1, 2016

ALL DAY HANDS-ON WORKSHOP: #Events with Jacob

Presented by Jacob McCall, AAF, AIFD, CFD, FSMD
 Sponsored by FTD
 Date Friday, April 1, 2016 • Time: 9:30 a.m. - 4:30 p.m.
 Location: Huron
 Bring your own tools. Additional fees apply.



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

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

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

SATURDAY, April 2, 2016

MAIN STAGE DESIGN SHOW: Plants Mean Profits!

Presented by Marty Loppnow
 Sponsored by Karthaus & Sons, Inc.
 Date: Saturday, April 2, 2016 • Time: 9:00 a.m. to 10:00 a.m.
 Location: Wolf



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

BUSINESS SESSION: Marketing to the Affluent

Presented by Rick Rivers
 Sponsored by FloristWare
 Time: 10:15 a.m. to 11:00 a.m. • Date: Saturday, April 2, 2016
 Location: Wolf



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

HANDS-ON WORKSHOP: Lasting Memories

Presented by Jerome Raska, AAF, AIFD, CAFA, CF, CFD, PFCI
 Sponsored by Teleflora
 Saturday, April 2, 2016 • Time: 12:30 p.m. to 2:30 p.m.
 Location: Huron
 Bring your own tools. Additional fees apply.



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

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

Continued on page 20.

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

2016 WUMFA CONVENTION • ADVENTURES IN WONDERLAND

BUSINESS SESSION: Building Better Corporate Sales

Presented by Rick Rivers

Sponsored by FloristWare

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



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

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

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

Sponsored by Smithers-Oasis and the Wisconsin Florist Foundation

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

Location: Wolf



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

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

SUNDAY, April 3, 2016

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

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

Sponsored by Smithers-Oasis and the Wisconsin Florist Foundation

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

Location: Huron

Bring your own tools. Additional fees apply.



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

BUSINESS SESSION: Marketing Like the Fortune 500

Presented by Rick Rivers

Sponsored by FloristWare

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



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

MAIN STAGE DESIGN SHOW: Trend Forward Weddings

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

Sponsored by FTD

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

Location: Wolf



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

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

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

Sponsored by Teleflora

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

Location: Wolf



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

2016 WUMFA Design Contest

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

STUDENT DIVISION

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

THEME: *It is Graduation Day!*

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

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

THEME: *Alice in Wonderland*

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

DESIGN CONTEST PRIZES

PRIZES FOR ALL DIVISIONS:

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

TABLETOP SHOP COMPETITION:

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

PROFESSIONAL DIVISION

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

THEME 1:

What is Your Wonderland Adventure?

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

THEME 2: *Take Me to Prom*

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

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

THEME 3: *The Mad Hatter*

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

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

DESIGNER OF THE YEAR

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

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

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

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

PHASE TWO

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

TABLETOP SHOP COMPETITION

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

THEME:

Adventures of Wisconsin's Winter Wonderland

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

DESIGN CONTEST REGISTRATION

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

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

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

WFF Announces 2015 Donors

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

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

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

PLATINUM

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

GOLD

Schroeder's Flowers, Inc.

SILVER

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

BRONZE

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



2016 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

FRIDAY, APRIL 1, 2016

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

SATURDAY, APRIL 2, 2016

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

SATURDAY, APRIL 2, 2016 (continued)

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

SUNDAY, APRIL 3, 2016

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

Adventures in Wonderland Banquet

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

Additional Fees Apply

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



WUMFA 2016 Annual Convention Registration Form

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

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.

- Volunteering:** If you are interested in volunteering your time on-site, please call (517) 253-7730.
- Discounts:** After the first five registrants, a \$85 weekend pass reduced rate applies for weekend passes.
- Students:** Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.
- Cancellation Policy:** Requests for refunds must be received by March 11, 2016 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 11, 2016 will not be refunded.

	Saturday Only Includes Entrance to Exhibits, Main Stage, and Business Sessions	Saturday Only – Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Sunday Only Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sunday Only – Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Optional Events			Table Top Competition Members Only Event, \$60 at the Door	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$10 Preregister Each Theme or \$15 Each at Door	TOTAL ALL EVENTS	
							Friday All-Day Hands-On Workshop #Events with Jacob	Saturday Workshop: Lasting Memories Hall of Fame Dinner Event \$50 at the Door, Table for Eight \$300	Sunday Workshop: Weddings				
Member	\$50	\$20	\$75	\$30	\$95	\$50	\$195	\$50	\$40	\$50	\$30	\$10ea.	
Non-Member (To become a member, visit WUMFA.org)	\$70	\$30	\$95	\$40	\$115	\$65	\$245	\$75	\$40	\$75			
1. email:													
2. email:													
3. email:													
4. email:													
5. email:													
6. email:													
If you would like to volunteer please contact the WUMFA office at (517) 253-7730.							REGISTRATION TOTAL <input type="checkbox"/> Check <input type="checkbox"/> Credit Card						

HOTEL INFORMATION

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

PAYMENT

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

Cardholder Name (please print) _____

Card Number _____ Exp. Date _____ CSC _____

Billing Address _____ City/State/Zip _____

Cardholder Signature _____

Fax Completed Form To: (517) 575-0115 or Mail To: WUMFA, PO Box 67, Haslett, MI 48840 • Phone: (517) 253-7730 • Fax: (517) 575-0115 • email: info@wumfa.org