



FINDING THE GREEN WUMFA 2018

2018 WUMFA Convention

April 6-8, 2018

Chula Vista Resort

Wisconsin Dells, Wisconsin

Plan now to join your fellow WUMFA members for three days of networking, design shows, business sessions and hands-on workshops. For more information go to www.wumfa.org or call (517) 253-7730

Trade Show

Don't miss this opportunity to visit with your favorite WUMFA Vendors and New Ones too!

Trade Show Hours:

Friday 6:00 p.m. – 8:00 p.m.

Saturday 11:00 a.m. – 6:00 p.m.

Sunday 11:30 a.m. – 12:30 p.m.

And 1:30 p.m. – 3:30 p.m.

Design Contest

Enter this year and participate in this fun experience.

Download contest packet at www.wumfa.org.

If you have any question contact Lisa Belisle AIFD at (262) 744-1553 or email: Lisa@floraelements.com. You can also contact the WUMFA office at (517) 253-7730

Banquet

Saturday, April 7, 2018

7:00 p.m. to 10:00 p.m.

Grand Ballroom, Chula Vista Resort
Additional fees apply. Don't miss this year's banquet...new format and even more fun! Join your friends and colleagues and enjoy good food, laughter and networking.
Sign up early.

2018 WUMFA Convention Sessions

Friday, April 6, 2018

ALL DAY HANDS-ON WORKSHOP: A Perfect Union...Greens and More 'Green'

Presented by Pam Borgardt

Sponsored by the Wisconsin Florist Foundation

Friday, April 6, 2018

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

Location: Room 3101 • *Additional fees apply. Bring your own tools.*

Wedding floral design is always evolving. Foliage has become an integral part of this evolution. Embrace the resurgence of flowing creative foliages, blooms and restructured designs in wedding styling. Pam will spark your imagination and take you through mechanics, materials and mastery to give you that creative edge. Along with your hands-on wedding design projects, Pam will share her profitable "green" savings tips from floral consultation to event completion. With 30 years experience in the wedding floral industry, she has seen trends come and gobut GREAT DESIGN never goes out of style. Renew, Refresh and Retool your skills to tackle the wedding season and bring home so much more of "The Green".



Wisconsin Florist
Foundation

Saturday, April 7, 2018

BUSINESS SESSION:

Hidden Treasures: Finding the Gold in your Business

Presented by Derrick Myers CPA, CFP, PFCI

Sponsored by Crockett Myers & Associates

Saturday, April 7, 2018

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

Location: Grand Ballroom

Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. 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.



MAIN STAGE DESIGN SHOW:

Expand Your Sales by Branding Your Designs

Presented by Carolyn Minutillo AIFD, EMC

Sponsored by Creative Co-op

Saturday, April 7, 2018

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

Location: Rooms G, H, I

This program will show not only how products can stand alone as an individual sale, but how they can be a feature within a floral design. Learn how items can be up sold and branded, who target clients are, and the best strategy for promoting complete gifts.

Make your designs stand out by incorporating gift items in home decor, weddings and even funeral work. Carolyn will create unique designs using Creative Co-op products to increase the perceived value of each component of the overall design bringing more attention to each element.

creativeco-op

DESIGNED BY US • INSPIRED BY YOU

MAIN STAGE DESIGN SHOW:

Head to Toe...Reimagined Personal Flowers for Today's Special Occasions

Presented Loann Burke AAF, AIFD, PFCI

Sponsored by Smithers-Oasis

Saturday, April 7, 2018

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

Location: Rooms G, H, I

Reimagine how to make body flowers fresh and contemporary. Join Loann as she shows you new concepts in flowers to wear. From proms to weddings learn how to apply new ideas and techniques. Flowers can be worn on hats, on headbands, as necklaces and as decorations on purses and shoes. You will see the latest products from Smithers-Oasis that will add style and form to your designs. Don't miss this high energy program filled with unexpected twists and turns.
Join in the celebration from Head to Toe!



**HANDS-ON WORKSHOP:
Out of the Box Bouquets**

Presented by Jenny Thomasson AIFD, EMC, PFCI
Sponsored by Teleflora
Saturday, April 7, 2018
Time: 1:30 p.m. to 3:30 p.m.
Location: Room 3101 • *Additional fees apply. Bring your own tools.*



This workshop will focus on European styled hand tied bouquets, hanging bouquets, armature bases and intricate mechanics. Jenny will show you how different mechanics can make your designs unique and Out of the Box. Everyone will leave with two bouquets. A workshop you don't want to miss!

**BUSINESS SESSION:
Recipe for Marketing Success**

Presented by Ryan Freeman
Sponsored by Strider Search Marketing
Saturday, April 7, 2018
Time: 1:45 p.m. to 2:45 p.m.
Location: Grand Ballroom



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.

**MAIN STAGE DESIGN SHOW:
WUMFA Design Contest Run Off**

Saturday, April 7, 2018
Time: 3:45 pm. to 4:30 p.m.
Location: Rooms G, H, I

Watch this exciting professional design competition that will take place on the main stage where the top three floral designers from the Professional Division will compete against each other head to head. The designer who gets the most points will be the WUMFA annual design contest winner.

Sunday, April 8, 2018

**HANDS-ON WORKSHOP:
Head to Toe...Reimagined Personal Flowers for Today's Special Occasions**

Presented by Loann Burke AAF, AIFD, PFCI
Sponsored by Smithers-Oasis
Sunday, April 8, 2018
Time: 8:00 a.m. to 10:00 a.m.
Location: Room 3101 • *Additional fees apply. Bring your own tools.*



In this workshop learn to how to create exciting personal flowers for all kinds of special occasions including parties, weddings and proms. Loann will help you design flowers to wear in your own personal style that will be sure to wow. Learn all the latest techniques and trends featuring reimagined flowers to wear and including all of the latest new products from Smithers-Oasis!

**BUSINESS SESSION:
A Sustainable Floral Career**

Presented by Lisa Belisle AIFD
Sponsored by Flora Elements
Sunday, April 8, 2018
Time: 8:30 a.m. to 9:30 a.m.
Location: Grand Ballroom



Proms, Mother's Day, Wedding Season...Whew! In this session, Lisa will share how to maintain and expand your energy while you prepare for holidays and special events. There are plenty of quick and easy ways to ensure that you are a priority and can sustain your career long term. Learn how to apply these concepts to your new employees so you can be confident in running a business supported by employees who are motivated.

**MAIN STAGE DESIGN SHOW:
European Wedding Style**

Presented by Jenny Thomasson AIFD, EMC, PFCI
Sponsored by Teleflora
Sunday, April 8, 2018
Time: 10:00 a.m. to 11:00 a.m.
Location: Rooms G, H, I



Learn about forward thinking wedding and event designs at this program showcasing diverse applications and techniques. See how to build up the scene from beginning to end, finishing with a full scale ceremony and reception decor. Throughout this design show Jenny will show you how to make outstanding European Out of the Box designs.

**BUSINESS SESSION:
Eventology: The Science of Profitable Events**

Presented by Derrick Myers CPA, CFP, PFCI
Sponsored by Crockett Myers & Associates
Sunday, April 8, 2018
Time: 11:30 a.m. to 12:30 p.m.
Location: Room G, H, I



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, teardown, what you need to know about each venue before you price the job, from Pinterest to reality, and is DIY worth your time.

**MAIN STAGE DESIGN SHOW:
Weddings with Personality**

Presented by Deborah De La Flor AIFD, PFCI
Sponsored by FTD
Sunday, April 8, 2018
Time: 2:30 p.m. to 3:30 p.m.
Location: Room G, H, I



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!

**FLOWER CHOPPED
So You Want to be a Designer!**

Commentated by Kurt Jorgenson
Time and date to be announced

Don't miss this exciting event. Experienced designers will be paired with folks in the industry who have no design experience. Watch as these novice designers are coached to create one of a kind floral works of art on stage.



2018 WUMFA CONVENTION SCHEDULE AT A GLANCE

FRIDAY, APRIL 6, 2018

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 Session A Perfect Union...Greens and More 'Greens' Pam Borgardt Sponsor: Wisconsin Florist Foundation	Room 3101
6:00 p.m.-8:00 p.m.	Trade Show Reception	Rooms C, D, E, F

SATURDAY, APRIL 7, 2018

8:00 a.m.-5:00 p.m.	Registration Desk Open	Grand Lobby
8:00 a.m.-11:30 a.m.	Design Contest Registration	Grand Lobby
9:00 a.m.-9:55 a.m.	Business Session Hidden Treasure: Finding the Gold in Your Business Derrick Myers CPA, CFP, PFCI Sponsor: Crockett Myers & Associates	Grand Ballroom
10:15 a.m.-11:15 a.m.	Main Stage Design Show Expand Your Sales By Branding Your Designs Carolyn Minutillo AIFD, EMC Sponsor: Creative Co-Op	Rooms G, H, I
11:00 a.m.-6:00 p.m.	Trade Show Open	Rooms C, D, E, F
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	Rooms C, D, E, F
12:30 p.m.-1:30 p.m.	Main Stage Design Show Head to Toe: Reimagined Personal Flowers for Today's Special Occasions Loann Burke, AAF, AIFD, PFCI Sponsor: Smithers-Oasis	Rooms G, H, I
1:30 p.m.-3:30 p.m.	Hands-On Session Out of the Box Bouquets Jenny Thomasson AIFD, EMC, PFCI Sponsor: Teleflora	Room 3101
1:45 p.m.-2:45 p.m.	Business Session Recipe for Marketing Success Ryan Freeman Sponsor: Strider Search Marketing	Grand Ballroom
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	Rooms C, D, E, F

3:45 p.m.-4:30 p.m.	Main Stage Design Show The Professional Designer of the Year Run Off	Rooms G, H, I
6:30 p.m.-7:00 p.m.	Networking Reception	Grand Ballroom
7:00 p.m.-9:00 p.m.	Banquet	Grand Ballroom

SUNDAY, APRIL 8, 2018

7:30 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
8:00 a.m.-10:00 a.m.	Hands-On Session Head to Toe...Reimagined Personal Flowers for Today's Special Occasions Loann Burke, AAF, AIFD, PFCI Sponsor: Smithers-Oasis	Room 3101
8:00 a.m.-12:30 p.m.	Raffle Open	Grand Lobby
8:30 a.m.-9:30 a.m.	Business Session A Sustainable Floral Career Lisa Belisle AIFD Sponsor: Flora Elements	Grand Ballroom
10:00 a.m.-11:00 a.m.	Main Stage Design Show European Wedding Style Jenny Thomasson AIFD, EMC, PFCI Sponsor: Teleflora	Rooms G, H, I
11:30 a.m.-12:30 p.m.	Business Session Eventology: The Science of Profitable Events Derrick Myers CPA, CFP, PFCI Sponsor: Crockett Myers & Associates	Rooms G, H, I
11:30 a.m.-12:30 p.m.	Trade Show Open	Rooms C, D, E, F
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	Rooms C, D, E, F
2:30 p.m.-3:30 p.m.	Main Stage Design Show Weddings With Personality Deborah De Le Flor, AIFD, PFCI Sponsor: FTD	Rooms G, H, I
3:45 p.m.-4:15 p.m.	Auction	Rooms G, H, I
4:15 p.m.	Raffle Winners Available	Grand Lobby

WUMFA would like to thank our fine convention sponsors!



