



Board of Directors

President

Patty Malloy AIFD, CFD
Florin LLC
Eau Claire, WI

President Elect

Denise Barnett
Snapdragon
Elm Grove, WI

Past President

Diane Schulte CF, WMFM
Metcalfe's Floral Studio
Madison, WI

Secretary

Katie Grogan
Alfa Flower Shop
Wauwatosa, WI

Treasurer

Anthony Rojahn
Rojahn & Malaney Co.
Milwaukee, WI

Director

Melissa Maas
Bank of Memories & Flowers
Menomonee Falls, WI

Director

Toni Piccolo, AIFD, CFD
gia bella flowers & gifts
Burlington, WI

Region 1 Director (262)

Laurie Wareham
Wear'Em Designs
Elm Grove, WI

Region 2 Director (414)

Phil Meyer, AIFD, CFD
Bill Doran Co.
Milwaukee, WI

Region 3 Director (608)

Tom Bauer
Kennicott Brothers
Milwaukee, WI

Region 4 Director (715/906)

Kae Nilsson
Floral Consultants
Manitowish Waters, WI

Region 5 Director (920)

Jenifer Denis
Bill Doran Co.
Green Bay, WI

Executive Director

Rod Crittenden
WUMFA
Haslett, MI

Executive Assistant

Cindy Ching, AIFD, CF
WUMFA
Haslett, MI

Wisconsin Upper Michigan Floral Association 2016 – Membership Rewards!

I invite you to apply for WUMFA membership today and reap all the great benefits it has to offer! Our florists association offers education, networking, and money saving programs to give you that competitive advantage to help you succeed! There are so many reasons to be a member to include the following just to name a few:

- **Consumer Awareness** - WUMFA takes an active role in promoting the importance of buying local from member florists through: the WUMFA website, social media on Facebook, press releases sent to statewide news media, promotional displays at the WI State Fair in West Allis, trade shows and other various events around the state.
- **Professionally Staffed Office** - Providing professional information both for consumers and florists in the industry.
- **"Find - A - Florist"** – powered by Google Maps with over 1000 consumer hits per month directing orders to member's businesses 24 hours a day, 7 days a week!
- **Annual Convention** – "To The Future And Beyond" filled with trendy stage shows, hands-on design workshops, and informative business sessions! March 24-26, 2017 in Wisconsin Dells, WI (Members receive discounted registration fees.)
- **Educational Opportunities** - visit www.wumfa.org and click on the events tab for a complete list of classes and workshops around the state. (Members receive discounted registration fees.)
- **The Professional Florist magazine** - Diamond Award winning trade publication for WUMFA members. Read about local member florists in your own region, upcoming events, and design tips you can use! (Available to members only.)
- **Certified Florist (CF)** - Nationally recognized certification program to give you a competitive edge. (Members receive discounted registration fees.)
- **Scholarships** – available to new and experienced florists. Download an application at www.wumfa.org
- **"NEW" Unmatched Credit Card processing rates** - Give us a chance to beat your current processing rates with this new service. Call Office for a quote today.
- **Monthly Wholesale Specials** - Special discounted offers available to members only.

Being a member of WUMFA gives you the strength to network with fellow professional florists along with providing a unified voice in governmental affairs. The educational opportunities are also a great value for the price with nationally recognized floral industry instructors. It pays in so many ways to be a member!

Sincerely,

Patty Malloy, AIFD, CFD

President
WUMFA

Wisconsin & Upper Michigan Florists Association • WUMFA
1152 Haslett Rd • Suite C • Haslett, MI 48840
Phone: 517-253-7730 • Toll Free (844) 400-9554 • Fax: 517-575-0115
www.wumfa.org • info@wumfa.org



Membership Application

Contact Name: _____

Company: _____

Address: _____

City: _____ County: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Federal Employer or State Sales Tax ID # _____ (required for Active Membership)

Please determine whether you qualify to join as an **Active** or an **Associate** member. (web2016)

Active Member Requirements: *An Active member must be a registered, established business operating in the floral industry. Active members are eligible to vote for elected WUMFA representatives, use all WUMFA services, receive member pricing on all Association functions, receive the informative Professional Florist magazine* and all other mailings.*

Associate Membership Requirements: *An Associate Membership may be held by students or teachers of floriculture and ornamental horticulture, or by any individual working for an Active WUMFA member. Associate members receive member pricing on all Association functions, the informative Professional Florist magazine*, and all other mailings, but are NOT eligible to vote or hold elective office in the association.*

Active Membership Annual Dues: \$99.00

(Additional shops under same owner \$29ea; list additional addresses on reverse side or email to cindy@michiganfloral.org)

Active Membership Classification: Please indicate which of the following applies to your business.

- | | | |
|---|--|---|
| <input type="checkbox"/> Retailer | <input type="checkbox"/> Grower | <input type="checkbox"/> Service Provider |
| <input type="checkbox"/> Wholesaler | <input type="checkbox"/> Supplier | <input type="checkbox"/> Freelance |
| <input type="checkbox"/> Sales/Manufactures Rep | <input type="checkbox"/> Supermarket | <input type="checkbox"/> Garden Center |
| <input type="checkbox"/> Importer/Shipper | <input type="checkbox"/> Mass Marketer | <input type="checkbox"/> Other |

Associate Membership Classification and Annual Dues: (Check one)

Individual employee, **Teacher**.....\$50.00 **Student**.....\$50.00

Students must include a photocopy of current valid student ID card or confirmation letter from instructor.

Total Due: \$ _____

Method of Payment: Check Visa MC AE DC

Card# _____ Exp. Date _____ Security Code _____

Signature _____

Please mail or fax application to:

Wisconsin & Upper Michigan Florists Association • **WUMFA**
 1152 Haslett Rd • Suite C • Haslett, MI 48840
 Phone: 517-253-7730 • Toll Free (844) 400-9554 • Fax: 517-575-0115
www.wumfa.org • info@wumfa.org