



## Board of Directors

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Denise Barnett  
Snapdragon  
Elm Grove, WI

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Flora Elements Education & Design  
LaGrange Park, IL

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Freelance  
Eau Claire, WI

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Metcalfe's Floral Studio  
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Rojahn & Malaney Co.  
Milwaukee, WI

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Bank of Memories & Flowers  
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### Director

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Charles the Florist of Appleton  
Appleton, WI

### Region 1 Director (262)

Laurie Wareham  
Wear'Em Designs  
Elm Grove, WI

### Region 2 Director (414)

Tami Gasch  
Brilliant Blooms  
Brillion, WI

### Region 3 Director (608)

Tom Bauer  
Kennicott Brothers  
Milwaukee, WI

### Region 4 Director (715/906)

Amy Sharkey, CF  
Sharkey's Floral & Greenhouse  
Crivitz, 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 Florists Association 2018 – Membership Rewards!

Join WUMFA today and take advantage of all the great benefits it has to offer! Our florist 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:

- **Annual Convention** – “Finding The Green” filled with educational stage shows, hands-on design workshops, and informative business sessions the weekend of April 6-8, 2018 at Chula Vista Resort, Wisconsin Dells, WI (Members receive discounted registration fees.)
- **Educational Opportunities** - visit [www.wumfa.org](http://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 Program (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](http://www.wumfa.org)
- **Unmatched Credit Card processing rates** - Give us a chance to beat your current processing rates with this WUMFA member service. Call Office for a quote today.
- **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!
- **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.
- **Monthly Wholesale Specials** - Special discounted offers available to members only from local wholesalers.

Being a member of WUMFA gives you the chance 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,

Denise Barnett  
WUMFA President

**Over for Membership Application**

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](http://www.wumfa.org) • [info@wumfa.org](mailto: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**  
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