

WUMFA



FINDING THE GREEN
WUMFA 2018

It's Time for the WUMFA Convention

BY DENISE BARNETT, WUMFA PRESIDENT

2018 WUMFA CONVENTION • FINDING THE GREEN



It's time...a truly limited resource we can never get back, once spent (or wasted) it's gone forever. We all claim we don't have enough of it. It's extremely valuable and we constantly search for ways to maximize it.

What if there were ways to spend your time and reap maximum return on your investment?

For us, one way to do so is the annual WUMFA Convention. We leave our shop and families and head out for a weekend with like-minded professionals. And we invest financial resources to do so.

Why? Simple: The benefits outweigh the costs.

Here are five ways we can save money, reduce our stress and even regain time:

- 1. Move from flower arranger to floral designer/artist.** Yep, that's what those design sessions teach. And we all know that art and design command a higher value. Teaching your clientele that you design and create fresh, floral art arrangements with a unique style sets you apart from the competition and can increase your price/value. Already there? Bring your junior staff and help them get there too.
- 2. Spend smarter.** Business sessions from marketing to finance have helped us make better purchasing decisions, be smarter about our cash flow and learn how to analyze our wire business for maximum profitability. Now, if you're already an expert in all three of these, simply move on...
- 3. Know your vendors.** Are you getting the best products for your clients at a competitive price? Do you know where to turn for unique,

one-off requests on short notice? Our vendor partners support and exhibit at the convention each year, showcasing amazing fresh and hard goods. From brand new on the market to tried and true customer favorites, you can speak one-on-one with sales reps who will help you choose the best products for your clientele.

4. Shortcuts. How many times have you said to yourself and your team: "There's got to be a better way?" At the convention we've picked up countless tips, tricks and shortcuts that have made us say "why didn't we think of that!" Here's one for you: When you need to set up folding tables for additional workspace, a cheap (\$5) set of plastic bed risers will save your aching back by raising those tables to a much more comfortable working height. They are also great to take along when going to classes where you'll be working at folding tables. (*You're welcome!*)

5. Networking with our fellow professional florists. Don't think there's value in this? Well, when you're looking at a busy wedding weekend, it's a homecoming in your surrounding area and you are in desperate need of another pair of trained hands. Being able to pick up the phone and call a floral friend from a couple of counties away (whose homecoming is already over) to come help is PRICELESS!

Flip through the magazine, check out the amazing articles, and then circle back to the WUMFA Convention schedule. What can you learn, who can you meet, how can you improve your business for 2018? The committee has put together a fantastic lineup to choose from and, thanks to feedback from 2017 attendees, a new layout this year will make moving around the facility even easier. It's time.

Looking forward to seeing you there! ✿

DESIGN PRESENTERS



LISA BELISLE AIFD, ICPF has a complete background in the floral industry. During the last twenty years, she has participated in every part of the industry including management, wholesale flower sales, exporting New Zealand-grown flowers, coordinating shipping, and owning her own business. Today, her

passions are continuing her own education, teaching beginner floral design and creating arrangements for corporate showrooms. Her style is adaptive and she loves to create pieces infused with Mother Nature using compelling earth elements and lines.



LOANN BURKE, AAF, AIFD, PFCI, is an award winning floral designer and event specialist with Furst the Florist in Dayton, Ohio. She has over 30 years of experience in the floral industry. In 2015, she won the SAF Sylvia Cup Design Competition. A highly sought after speaker and designer, she presents

product demonstrations, hands-on workshops, and design seminars throughout the country for retailers, wholesalers, garden clubs and civic organizations. She is a design director for Smithers-Oasis, past president of the North Central Chapter of AIFD and serves as the region's representative to the AIFD National Board.



CAROLYN MINUTILLO AIFD, EMC, has been in the floral industry for over 30 years and is the owner and principal designer at her shop, Lavender Hill. She also serves as an AIFD Certified Floral Evaluator and in 2013 won the Bobbi Cup. She frequently hosts small groups of designers and individuals for topic

specific hands-on design camps at her shop and has been a contributing designer for *Floral Design Magazine* in New Zealand. Growing a business from being home based into a retail location with employees, allows her to understand the challenges of many shop owners and designers.



PAM BORGARDT began her floral journey at age 16 as a store clerk in a flower shop and throughout the next 30 years shared her talents at various shops and garden centers. Along the way she has been a featured designer at many wholesalers across the country. She has earned various awards at the

Milwaukee Art Museum's annual Art in Bloom, including achieving the Iron Designer designation. Recently, she joined the team at Rojahn & Malaney Company as lead buyer, educational specialist and sales associate in hard goods and decorative accessories.



DEBORAH DELA FLOR AIFD, PFCI, FTD Education Consultant, is known for her talent and innovative style. For more than 30 years, her passion for flowers has taken her around the world and allowed her to share her love for the floral industry through design presentations, seminars, competitions and commentary.

Her many accolades include Florida State Designer of the Year and winner of the FTD Great Masters Design Competition Interflora World Cup. She has also added AIFD Certified Floral Evaluator/Judge to her list of accomplishments. She is the author of the floral design book *Florsages: The Art of Floral Body Design*.



JENNY THOMASSON AIFD, EMC, PFCI started in the floral industry at a part time job during college. At the age of 22, she opened her shop Stems. Known as a top wedding and special event florist, Stems received The Knot best of weddings award in 2007 and 2012 through 2015. In 2015

the shop joined The Knot Hall of Fame. Stems won the wedding wire couples choice award from 2010 to 2015. During a year long process she studied and pursued the prestigious European Master Certification (EMC) designation under the direction of Tomas De Bruyne and Hitomi Gilliam. She also is a Teleflora Education Specialist.



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BUSINESS PRESENTERS



RYAN FREEMAN has spent the past 23 years helping small businesses grow through online marketing. As the 5th generation at Martin's, the Flower People in Toronto, he helped guide his family business into the online age. He has worked with hundreds of florists around the world, and is a frequent speaker at florist industry events. Ryan is the president of Strider Search Marketing, a Google Partner online marketing agency, and publisher of *Canadian Florist* magazine.



DERRICK P. MYERS CPA, CFP, PFCI has developed financial strategies which have proven instrumental in increasing the profitability of many florists. These techniques focus on helping florists reduce costs, manage staff, save taxes, and run a more profitable business. Working with the floral industry since 1983, he has also perfected his "Floral Analysis Program" which breaks down and analyzes financial statements in such a way that he can show the florist owner exactly where to focus their time and energy to reduce costs and increase profits. Derrick and Crockett Myers & Associates, Inc. currently work with over one hundred florists on a monthly basis, providing full accounting, business consulting and tax services.

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".

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.

**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

Sponsored by Wisconsin Florist Foundation

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, ICPF

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 Design Contest

Check-in times: Saturday from 8:00 a.m. to 11:30 a.m.



The WUMFA Design Contest is one of the longest running design competitions in the country. This contest is an opportunity to learn and evolve as a designer. This year as we focus on sustainability, you will apply your creativity to turning recyclables into treasures. Winning competitors will be acknowledged at the Sunday luncheon and in *The Professional Florist*.

PROFESSIONAL DIVISION WINNER

In order to become the 2018 WUMFA professional division winner, designers must enter all three professional division categories. The three individuals with the highest cumulative points from these categories will be selected as finalists to earn the chance to compete in a spontaneous surprise package competition. The names of the three finalists will be posted at the WUMFA registration desk in alphabetical order upon completion of the judging. The three finalists will have one-half hour on the main stage starting promptly at 3:45 p.m., Saturday, April 7, 2018, to create the spontaneous surprise package design. The three contestants will meet at 3:30 p.m. at WUMFA registration desk.

The design contest committee will select all the materials in advance. Finalists are responsible for their own tools: (knife, wire cutter, scissors, pruner, needle-nose pliers). Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the surprise package competition will be the winner. He or she will be announced at the luncheon on Sunday in the Grand Ballroom and will receive \$ 150.00, and the coveted title of 2018 WUMFA Professional Division Winner.

STUDENT DIVISION HIGH SCHOOL

THEME: Keeping it Clean and Green 3-3-3

For this going green arrangement, you will design a weekly corporate arrangement for a farm-to-table restaurant to be placed on a 40" x 40" rustic, wooden table. Create an arrangement using a recyclable container. You may use a maximum of three hard goods. You may only utilize three types of flowers and three types of foliage. Your display space is limited to 24" wide by 24" long and 48" high. Wholesale value is not to exceed \$35. *

COLLEGE / TRADE SCHOOL NOVICE DIVISION

THEME: Garden Goddess Necklace

Create a necklace for a 12-year-old birthday girl who wants to be a garden fairy. Construct the base of the necklace with metallic wire and cover or enhance it as you wish, keeping in mind to use only fresh or recycled items. Hint, hint! Computer parts are a great idea. The birthday girl specifically requested to have a new type of flower in the focal area. This you will create out of deconstructed flowers. You have a limit of \$35 wholesale. Props to display the necklace are allowed.*

**Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges. No permanent botanicals (silks) are allowed. No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

PROFESSIONAL DIVISION

THEME 1: Sustainable structures

Create a structural centerpiece for an *Architectural Digest* gala that is celebrating a new "Green City." The emphasis should be on sustainability with a modern edge. The centerpieces will be placed on a 72" round table that will be set for our very own gala on Saturday. The centerpiece must be practical for a dinner party. To specify, the piece should not restrict views and/or conversations. The display space is limited to 20" long by 20" wide with no height restrictions. You have a limit of \$85 wholesale. No permanent botanicals (silks) are allowed. *

PRIZES FOR ALL CATEGORIES AND THEMES:

- First Place:** \$100, Ribbon, and Certificate
- Second Place:** \$50, Ribbon, and Certificate
- Third Place:** \$35, Ribbon, and Certificate

Professional Division Winner
\$150.00 and Certificate

Academy: \$250.00 and Certificate

THEME 2: Re-use Recycle Upcycle

Create an arrangement with a European flair for an upscale retail business. Utilize recycled items. You must use at least two items that are recycled and/or reused. The display space is limited to 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. No permanent botanicals (silks) are allowed.*

THEME 3: Eco-conscious Bride

Create a bridal bouquet in an armature for an eco-conscious bride. The shape and size of the armature are yours to determine; however, keep in mind that it should be for a bride that is 5'9" tall and is wearing the Cecilia Grace wedding gown titled "Zora." Visit <https://www.celiagrace.com/collections/wedding-dress/products/open-back> for a photo of the gown. The bride requested that the bouquet includes one fresh item that can be removed and grown as a keepsake. Permanent botanicals may be used for the armature, but please provide a receipt. You have a \$75 wholesale limit. You will be given a Syndicate 4009 vase to display your bouquet.*

**Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all of the wholesale prices. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges. No props are allowed. Props are defined as any or all items that are not a physical part of or attached to the composition being judged.*

ACADEMY DIVISION

THEME: Mother Nature Sustains

A local Wisconsin winery is hosting a humanitarian and philanthropist garden party for charity and they are seeking your interpretation of harvest table décor. Create a sustainable tablescape for the center of an 8' rectangular banquet table. The design must be sustainable in two ways. First, it can have no direct water source such as a vase or foam. Secondly, the hard goods must be recycled items. Your perishable items are not limited. This includes flowers, foliage, fruit, vegetables, branches, plants, and succulents. You have a \$90 wholesale limit. Each recycled item that you utilize will have a value of \$1. Your entry must be mechanically sound to withstand touching and handling by judges.

Download contest packet at www.wumfa.org. If you have any question contact Lisa Belisle AIFD, ICPF at (262) 744-1553 or email: Lisa@floraelements.com.

You can also contact the WUMFA office at (517) 253-7780.



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 'Green' 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, ICPF 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!





FINDING THE GREEN
WUMFA 2018

WUMFA 2018 Annual Convention Registration Form

April 6-8, 2018 • 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 _____

Mail to WUMFA, P.O. Box 67, Haslett, MI 48840, or scan/take picture and email to: cindy@michiganfloral.org

<p>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.</p> <p>Volunteering: If you are interested in volunteering your time on-site, please call (517) 253-7730.</p> <p>Discounts: After the first five registrants, a \$79 weekend pass reduced rate applies for weekend passes.</p> <p>Students: Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.</p> <p>Cancellation Policy: Requests for refunds must be received by March 9, 2018 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 9, 2018 will not be refunded.</p>	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 Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Optional Events			WUMFA Design Contest Circle Themes to Enter 1 2 3 \$10 Pre-register Each Theme or \$15 Each at Door	TOTAL ALL EVENTS	
							Friday	Saturday	Sunday			
							All-Day Hands-On Workshop A Perfect Union... Greens and More 'Green'	"Out of the Box" Bouquets Banquet \$60 at the Door; Table for Eight \$375	Workshop: Head to Toe... Reimagined Personal Flowers for Today's Special Occasions			
Member	\$60	\$20	\$79	\$30	\$99	\$50	\$199	\$59	\$49	\$59	\$10ea	
Non-Member (To become a member, visit WUMFA.org)	\$90	\$30	\$119	\$45	\$149	\$75	\$299	\$89	\$49	\$89		
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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. 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 ensure the rate of \$95.00 + taxes per night by March 23, 2018. Reservation must be made to ensure 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 _____

Mail to WUMFA, P.O. Box 67, Haslett, MI 48840, or scan/take picture and email to: cindy@michiganfloral.org, or if you want to fax please call (517) 253-7730 for faxing instructions