

# Let's Get This 100<sup>th</sup> Birthday Party Started!

BY RHONDA DEEVER WUMFA CONVENTION CHAIRMAN



It's not every day you get to celebrate a 100th birthday...so when the occasion comes along, do it right.

Prepare to be Fired Up for the WUMFA 2019 annual convention, March 29-31, in Green Bay, where you'll find a mind-blowing bevy of great ideas for your business and a centennial celebration of epic proportions.

Yes, 2019 marks the 100th anniversary of WUMFA's founding. Where did the time go? You might find yourself asking the same question after enjoying a wildly fulfilling weekend of learning, sharing, growing, and having fun with your floral family.

The convention theme is Celebrating the Past, Fired Up for the Future. A lineup of dynamic business sessions and a "roaring" anniversary party, will leave you reminiscing about the great time you had and eager to put your new knowledge to work.

What's planned for the convention? Prepare to be dazzled.

Business ideas? Try Getting Your Team to Grow with Melissa Maas CFD, or Treat Your Business Like Your Car! with Shirley Lyons AAF, PFCI.

Hands-on sessions? They've never been better. Friday's all-day program has a team of amazing teachers (Corrine Heck, Rhonda Deaver and Jennifer Beitbach) detailing how to plan and execute a large-scale event.

If someone with basic knowledge is ready to up their game, consider Jane Edwards AIFD your Lombardiesque Saturday coach. And Sunday Kevin Ylvisaker AIFD, PFCI, well, no more need be said.

The main stage design shows are a power-packed lineup: Lori List AIFD, Kelly Harnish AIFD, Kevin Ylvisaker (again!), Lisa Belisle, AIFD, ICPF, and Jessica Zimmerman will inspire and impress with hands-on ideas that you can put to work.

A party? Oh yes. Saturday's Centennial Gala Awards Banquet promises a "roaring" good time. Start digging around (or shopping) for vintage hats and 1920s attire. You could win great prizes for displaying your centennial style.

Interested? I hope so ... in fact, get fired up! Now go mark your calendar, March 29-31, 2019.

P.S. Join me on Friday at 7:00 p.m. for some Pre-Game Social right before the Chopped fun begins! 🌸



2019 WUMFA CONVENTION • FIRED UP...CELEBRATING THE PAST, FIRED UP FOR THE FUTURE!

## 2019 WUMFA Design Presenters



Flowers as the main designer.

**JENNIFER BEITBACH** has been involved in the WUMFA convention and the Teleflora Wisconsin Upper Michigan Unit programs for two years. She has also assisted with WUMFA's FFA program. She has been in the floral industry for 12 years and currently she works at Snapdragon



**JANE EDWARDS, AIFD** has been in the floral industry for 43 years. Her education began at Gateway Technical College and after that she be took classes with Phil Rulloda. She started a student chapter of SAIFD at Gateway Technical College and currently is an advisor to the chapter. She has been teaching at Gateway for the past 20 years. She has designed at many wholesale shows, state fairs, women's clubs, garden clubs and schools and is also a freelance designer.



**LORIANN LIST AIFD** has been in the business of floral design for 30 years. With a background in interior design, her floral design skills were fine tuned by WUMFA's master design classes and she went on to receive her Master Florist pin. She has been inducted into the WUMFA Hall of Fame and Academy of Floral Design and also is a former WUMFA president. Lori and her husband Karl own Wanta's Floral and Gift in Clintonville and are recipients of the Small Business of the Year by the Chamber of Commerce.

**Don't miss the Exciting Ikebana Exhibition...see page 24.**



**LISA BELISLE AIFD, ICPF** is the owner and instructor at Flora Elements Education and Design. During the last 20 years she has participated in every part of the floral industry including management, wholesale flower sales, exporting New Zealand-grown flowers, coordinating shipping, and owning her own business. Today, she is interested in continuing her own education and teaching beginner floral design. Her style is adaptive, and she loves to create pieces infused with Mother Nature with compelling earth elements and lines.



**KELLY HARNISH, AIFD** managed a fresh flower shop for 23 years before becoming the owner of Splurge Inc. in 2008. Her store in the Madison, Wisconsin, area features gifts and silk botanical designs. She also served as a new products designer for two factories in China for seven years.



**ALEX JACKSON AAF, AIFD, PFCI** started working in a retail flower shop at age 17. As a Teleflora Education Specialist, he has presented a wide variety of design programs throughout the United States. His artistry has been seen in a variety of publications as well as at the White House, Oscars, Super Bowl and numerous other events. After a two-year career as a middle-school teacher, he re-entered the retail and wholesale floral industry. He is currently the owner of Happy Canyon Flowers and Bunches Flower Markets in Denver.



**KEVIN YLVISAKER AIFD, PFCI, KLY** Floral International, has worked in the floral industry for more than forty years. He is a freelance designer offering design shows, trend consulting and personal tutored in store design programs. He also serves as an OASIS® Floral Products' Design Director, Teleflora Education Specialist, and was a past president of both WUMFA and AIFD. Nationally he has designed and judged across the country and presented international design programs and taught classes around the world.



**RHONDA DEEVER** has been involved with the WUMFA convention for the last seven years and will serve as chair of this year's centennial convention after having been vice chair in 2018. She is the owner of Snapdragon Flowers in Elm Grove, Wisconsin, and a member of the Teleflora Wisconsin Upper Michigan Unit where she held the position of treasurer for two years.



**MIKE HOMYAK** has years of experience marketing to the retail florist industry. He began his career in 1994 working for Designer Dispatch Ribbon and in 2008 went to work for Reliant Ribbon, Bows & Trims. In 2013 he was promoted to Reliant's director of sales systems. He covers seven states including Wisconsin, Upper Michigan, Minnesota, North and South Dakota, Nebraska and Iowa. He has received numerous award for top sales in his field.



**Laurie Wareham** is a Certified Ichiyo Instructor and Ichiyo Junior Master from The Ichiyo School of Ikebana, Tokyo, Japan. She has a BS degree from UW Madison in retailing and apparel design and AAS degree from the Fashion Institute of Technology in New York. She is on the board of the Wisconsin & Upper Michigan Florists Association and The Milwaukee Art Museum Garden Club. She has done many demonstrations and workshops in the Milwaukee community.



**JESSICA ZIMMERMAN** is a wedding planner, floral designer and founder of Zimmerman Education, a floral design business education company specializing in teaching the exact systems, sales processes and other tools and techniques necessary to create successful six-figure floral design businesses and earn a living from flowers without giving up your life. Named a top wedding planner by *Southern Living* magazine, her wedding and floral work has been featured in *PEOPLE* magazine, *Once Wed*, *Cottage Hill* and *Style Me Pretty*, among others.



**DON'T MISS SUNDAY'S FINALE  
WITH INTERNATIONALLY KNOWN SPEAKER  
JESSICA ZIMMERMAN.**

Be at this Main Stage Design Show to learn how to build a successful business.



*Rearing 1920's Centennial  
Gala Awards Banquet!*

**Saturday Evening - March 30, 2019**

- 6:00 p.m.-7:00 p.m.** Networking and Treasure Hunt Reception!
- 7:00 p.m.-8:00 p.m.** Memories of the Past, Stories to Share!
- 8:00 p.m.-10:00 p.m.** Gala Banquet Dinner, Awards, Recognitions!

**Flapper Knickers Costumes! 100th Anniversary Cake!  
Decorated Vintage Hat Contest! Music and Dancing!**

- Receive one ticket for wearing 1920s attire!
- One ticket for wearing a decorated Vintage Hat!
- Tickets will drawn for prizes just for wearing 1920s attire!
- A "People's Choice" prize will be given for the best Decorated Vintage Gentlemen and Ladies Hat!
- Roaring 1920s attire encouraged (but not required!)

All vendors, attendees, and guests are welcome to participate!

*Sponsored by WUMFA and WFF*



**2019 WUMFA  
Business Presenters**



**THE DETAILS FLOWERS TEAM,** from left, Amanda Beaver, Corrine Heck, Samantha Roy, and Linda Hunt, will be on hand to show you training tips on how to launch your floral event design business.

Samantha Roy client success manager and sales director, has been designing weddings in Central Florida for nearly 10 years. Amanda Beaver, Details education director, has a background in management and design.



**GORDIE and TAMI GASCH** own Brilliant Blooms in Brillion Wisconsin. They opened their store in 2015 and have enjoyed learning and growing in the floral industry.



**SHIRLEY LYONS AAF, PFCF** has years of experience in industry consulting and educational seminars in addition having owned a retail florist shop, Dandelions Flowers & Gifts, for 43 years. She is a past president and chairman of the board of the Society of American Florists and also spent a number of years working with the Northwest Florist Association and major wire service groups.



**MELISSA MAAS CFD,** owner of Bank of Flowers, Menomonee Falls and Pewaukee, Wisconsin, regularly designs floral arrangements featured in bridal and floral industry magazines. She has served as president of the Wisconsin Teleflora Unit board and as a director of the Wisconsin and Upper Michigan Florists Association. She also has been honored as WUMFA Young Person of the Year and received the Small Business of the Year Award from the Pewaukee Chamber of Commerce. Each year she organizes free flowers to veterans at the Milwaukee VA Hospital and local nursing homes.



1. A group of past presidents from the 1960s.
2. Pictured on the left is Stan Foll, executive director for WUMFA, in the 1960s.
3. A workshop classroom during a convention from the late 1990s.
4. A design show from the 1950s in Appleton, back when crepe paper decorated ceilings were all the rage.
5. Kristine Klausen wearing a decorated bridal hat from an earlier convention about 10 years ago.
6. Mad Hatter decorated hat contest at the 2016 convention.



Color Key:  
 Business Sessions (Green)  
 Hands-On Classes (Blue)  
 Main Stage Shows (Red)  
 \*Additional Fees Apply

## 2019 WUMFA Convention Sessions



### Friday, March 29, 2019

#### BE SURE NOT TO MISS THIS EXCITING ALL DAY HANDS-ON WORKSHOP

##### \*Crash Course: Event Management from Selling to Design

Presented by Corrine Heck (Details Flowers) and Joan Foster (Joan's Flowers)

Sponsored by Details Flowers

Date: Friday, March 29, 2019 • Time: 9:30 a.m. to 4:30 p.m.

Location: Huron

*\*Bring your tools. Additional fee applies.*



This exciting informative workshop will be broken up into two sections.

Details 101 | Event Management and Selling | Tech Lab

Details 102 | Production & Design | Hands-On

Students will participate in a full day of Event Management with strong focus on budget, pricing, event management, sales techniques, forecasting and ordering. This section is geared to introduce sales techniques while following with full instruction on computers. The second section of the class reviews recipes, proper flower preparation, recipe outline and attendees also will design the decor that will be used for the gala on Saturday. Workshop attendees will receive membership to Details Flowers Software for one month of service. Class participants will get a 25 percent off coupon for Details annual membership after completing the workshop.

#### BUSINESS SESSION

##### Fertilizing: Getting Your Team to Grow

Presented by Melissa Maas, CFD

Sponsored by Bank of Flowers

Date: Friday, March 29, 2019 • Time: 4:30 p.m. to 5:30 p.m.

Location: Wolf

Learn how to create systems for training new team members, on going training for new spouts and mature plants, and taking your excited team to the next level. Setting up systems so your team knows how to do the job when you are not there and ways to get the team moving as one. This program is perfect for team members, managers and shop owners.



#### BUSINESS SESSION

##### Pre-Game Social

Presented by Rhonda Deaver

Sponsored by Snapdragon Flowers

Date: Friday, March 29, 2019 • Time: 7:00 p.m. to 8:00 p.m.

Location: Wolf

This is a great chance to network with your fellow industry members before the exciting Chopped program. Come to the pre-game social and have fun!

#### CHOPPED - FLORAL STYLE

Date: Friday, March 29, 2019 • Time: 8:00 p.m. to 9:30 p.m.

Location: Wolf

You've seen the Food Network show Chopped, now come see the WUMFA show Chopped - Floral Style. Join us for a fun evening and watch as former WUMFA presidents compete to be the Chopped Champion. In each round, contestants will receive a "basket" of florals and supplies and transform them into beautiful works of art before your eyes. Cheer on your favorites as we kick off a fun convention weekend!

### Saturday, March 30, 2019

#### \*HANDS-ON WORKSHOP

##### Contemporary Wedding Bouquets

Presented by Alex Jackson AAF, AIFD, PFCI

Sponsored by Teleflora

Date: Saturday, March 30, 2019 • Time: 8:00 a.m. to 10:00 a.m.

Location: Huron

*\*Bring your tools. Additional fee applies.*

Modern weddings and brides call for an updated twist on the usual. Study and create a beautiful and contemporary wedding bouquet featuring the latest European tricks and techniques. This class will expand on some of the design techniques learned in the hands-on class from last year...adding more gorgeous blooms to a modern and structural armature. Bring your creativity and your attention to detail for a great collaborative hands-on design class.



#### BUSINESS SESSION

##### Pruning: How to Make a Stronger Team

Presented by Melissa Maas CFD

Sponsored by Bank of Flowers

Date: Saturday, March 30, 2019 • Time: 8:00 a.m. to 8:45 a.m.

Location: Wolf

What is your culture like? Learn the importance of your vision, shop goals, team building, and on going education for everyone in the shop. Creating a handbook and laying out expectations. Whether you are a team of two or 30, this is for you!



#### BUSINESS SESSION

##### Talking Shop with the Wisconsin Funeral Directors Association

Commentated by Tami and Gordie Gasch

Sponsored by Brilliant Blooms and WFDA

Date: Saturday March 30, 2019 • Time: 9:00 a.m. to 10:00 a.m.

Location: Wolf

Funeral sales are a large part of most shop's business plans. This industry is also seeing a lot of change. Come interact with a panel of funeral directors from the Wisconsin Funeral Directors Association to learn more about what they are seeing as trends in funerals, and how you can be prepared to help your sales grow.



#### MAIN STAGE DESIGN SHOW

##### Making More Green By Making the Upgrade Ideas for Instant Impact

Presented by Kelly Harnish AIFD, Lori List AIFD and Mike Homyak

Sponsored by Reliant Ribbon

Date: Saturday March 30, 2019 • Time: 10:15 a.m. to 11:15 a.m.

Location: Wolf

Who doesn't like to get more? From small budget to lavish big impact designs, get ready for an inspirational program filled with quick and clever ideas. Upsell with embellishments and add-ons. Personalize designs with Reliant Ribbon and floral accessories. You will most certainly be entertained by a multi-generation industry professional sharing travel stories selling floral supplies.



#### MAIN STAGE DESIGN SHOW

##### Designing for Today's Market

Presented by Kevin Ylvisaker AIFD, PFCI

Sponsored by Smithers-Oasis

Date: Saturday, March 30 • Time: 12:30 p.m. to 1:30 p.m.

Location: Wolf

Join Kevin as he shows you how to stand out in today's market by creating a signature style. The focus will be on biodegradable, recyclable and sustainable designs. You'll see how easy it is to reach today's earth aware customer. New spring products from Smithers-Oasis will be featured in this upbeat program.



#### \*HANDS-ON WORKSHOP

##### The Twisted Art of Body Flowers

Presented by Jane Edwards AIFD

Sponsored by WUMFA

Date: Saturday, March 30, 2019 • Time: 1:30 p.m. to 3:30 p.m.

Location: Huron

*\*Bring your tools. Additional fee applies.*

This class will get you fired up as you explore new techniques and twists in creating unique body flowers. The emphasis is on time saving techniques, profitability and creativity. Come see what glue can do for you.



#### BUSINESS SESSION

##### Treat Your Business Like Your Car!

Presented by Shirley Lyons AAF, PFCI

Sponsored by FloristWare

Date: Saturday, March 30, 2019 • Time: 1:45 p.m. to 2:45 p.m.

Location: Wolf

How to drive a "Mercedes" now and still get the best price when you sell. Learn what you need in your "owners manual" to keep your business running smoothly now and be ready to sell at the best price when the day comes. Tune it up financially and physically, beef up the engine with leadership/management skills, lube and oil with solid financials, polish the chrome and sell it for top dollar.





## 2019 WUMFA Convention Sessions

### MAIN STAGE DESIGN SHOW WUMFA Design Contest Run Off

Commentated by Lisa Belisle AIFD, ICPF  
Sponsored by WFF  
Date: Saturday, March 30, 2019 • Time: 3:45 p.m. to 4:30 p.m.  
Location: Wolf



Watch this exciting competition where the top three floral designers from the professional division will compete head to head. The designer who gets the most people choice votes wins \$300, and the title of 2019 WUMFA Professional Division Winner. The winner will be required to compete against all winners of the Home and Garden shows throughout the winter. Five to six winners will compete at Wisconsin State Fair Grounds. The winner will receive a plaque and \$1,500.

### Sunday, March 31, 2019

#### \*HANDS-ON WORKSHOP

#### Spring Trends

Presented by Kevin Ylvisaker AIFD, PFCI  
Sponsored by Smithers-Oasis  
Date: Sunday, March 31, 2019 • Time: 8:00 a.m. to 10:00 a.m.  
Location: Huron



*\*Bring your tools. Additional fee applies.*

In this fun-filled workshop, learn to how to create exciting innovative spring designs for all kinds of occasions including Easter, Mother's Day, parties, weddings and more. Kevin will help you create two floral arrangements using the latest design techniques. All new products from Smithers-Oasis will be incorporated into this program.

### MAIN STAGE DESIGN SHOW Fusing Tropical with Design

Presented by Lisa Belisle AIFD, ICPF  
Sponsored by EC Flowers and More and Flora Elements  
Date: Sunday, March 31, 2019 Time: 8:00 a.m. to 9:00 a.m.  
Location: Wolf



Tropical flowers to this day are still perceived as an extravagant and untouchable item in our shop or studio. Let Lisa walk you through a tropical paradise and show you how to buy with savvy and how to use proper care and handling to ensure longevity. Learn how to fuse tropical flowers with our bread and butter basics while making a good profit margin. Walk through a lush paradise of designs that you can take back and implement in your store.

#### BUSINESS SESSION

#### Tired of Paying for All That Advertising??

Presented by Shirley Lyons AAF, PFCI  
Sponsored by FloristWare  
Date: Sunday, March 31, 2019 Time: 9:10 a.m. to 10:10 a.m.  
Location: Wolf



How to build your business through PR (basically for FREE!). Develop yourself as the local "authority" and media magnet on business, flowers, holidays, people and emotions. Learn how to identify ways to create "news hooks" in and for your business, create a 12 month floral related PR plan and become a reporter's go to resource all year long. See examples of sample press releases and how to take advantage of news and PR opportunities that can involve you and your business.

#### BUSINESS SESSION

#### Gaining the Competitive Edge

Presented by Details Flowers Team  
Sponsored by Details Flowers  
Date: Sunday, March 31, 2019 Time: 10:15 a.m. to 11:15 a.m.  
Location: Wolf



#Community over Competition: Learn how to discuss pricing with your competitors; find out the benefits of creating relationships with those businesses down the street; discuss how to handle price shopping. This session will also cover educating brides on etiquette and relationships and setting boundaries with your clients and more.

#### MAIN STAGE DESIGN SHOW

#### Here Comes the Bride!!

Presented by Alex Jackson AAF, AIFD, PFCI  
Sponsored by Teleflora  
Date: Sunday March 31, 2019 Time: 11:30 a.m. to 12:30 p.m.  
Location: Wolf



Let's journey together building a special wedding day for every budget. Alex will demonstrate how to sell, create and produce a wedding that will be perfect for each bride. He will present designs for a romantic wedding: the bouquets, the venue and don't forget the after-party.

#### MAIN STAGE DESIGN SHOW

#### Success Is a Mindset

Presented by Jessica Zimmerman  
Sponsored by WFF  
Date: Sunday March 31, 2019 Time: 2:30 p.m. to 3:30 p.m.  
Location: Wolf



Learn from one of the industry's top wedding professionals, Jessica Zimmerman, author of her signature course, The Business Behind the Blooms, who has taught around the world. Jessica is often asked questions like, "How do you get so much done in a day?" or "How did you become successful?". She will answer these questions and more during her "Success is a Mindset" seminar while also demonstrating her unique floral techniques and perspective on creating beautiful arrangements. You'll learn there is a lot that goes into building something successful, but it all starts with your mindset.

#### IKEBANA EXHIBITION

#### Friendship Thru Flowers: The Ikebana Way

Presented by Laurie Wareham, certified Ikebana instructor and junior master  
Sponsored by The Ichiyo School of Ikebana, Tokyo, Japan  
Location: Great Lakes Complex Foyer



Friday, March 29, 2019, opens 3:00 p.m., Saturday, March 30, 2019, opens 8:00 a.m.; Sunday, March 31, 2019, opens 8:00 a.m.

Ikebana is a type of Japanese art. It is often used as a period of spiritual reflection on oneself and to reflect in association with nature and the beauty of the shapes of the flowers.

### WUMFA would like to thank our fine convention sponsors!



The Ichiyo School of Ikebana  
Tokyo, Japan



Wisconsin Florist  
Foundation





# 2019 WUMFA Design Contest



2019 WUMFA CONVENTION • FIRED UP... CELEBRATING THE PAST, FIRED UP FOR THE FUTURE!

**Check-in times: Saturday, March 30, 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. As we focus on 100 years of being a floral community, you will apply your skill set to reflect current and future trends. Winning competitors will be acknowledged at the Saturday night banquet and in *The Professional Florist*.

## PROFESSIONAL DIVISION WINNER

This year Professional Division contestants have an opportunity to further compete and win larger cash prizes. The designers must enter all three professional division categories. The three individuals with the highest cumulative points in these categories will be selected as finalists to earn the chance to compete in a spontaneous surprise package competition. The three finalists will be contacted and sent a text message. The three finalists will have one-half hour on the main stage starting promptly at 3:45 p.m., Saturday, March 30, 2019, 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, foliage stripper). Contestants will not be judged, this will be a people's choice ballot vote. He or she will be announced at the Saturday night banquet and will receive \$300.00, and the coveted title of 2019 WUMFA Professional Division Winner. This is one step in the process to become Wisconsin Professional Floral Designer of the Year. The winner will be required to participate in phase two, competing against all winners of the Home and Garden show contests throughout the winter. Five to six winners will compete at the Wisconsin State Fairgrounds for an hour and a half in three categories and will be professionally judged by certified judges. The winner will receive a plaque and \$1500 and will be encouraged to use it to participate in the Sylvia Cup (can be used for airfare, hotel and meals) or just taken as a cash prize. For years the education committee has tried to make this possible, with the support of WFF they have made this a worthwhile experience so that you can compete on a much larger scale. More details to be posted on website.

## STUDENT DIVISION: HIGH SCHOOL · THEME: MODERN MALE BIRTHDAY

Design a linear arrangement for a young male professional's birthday to be placed on a 24" x 24" modern cement column. Create an arrangement using 6" or taller container. You may use any materials listed in the packet and one hard good is a must for texture and movement. Your display space is limited to 24" wide by 24" long and 48" high. Wholesale value is not to exceed \$30. *\*No Props, see below.*

## COLLEGE/TRADE SCHOOL: NOVICE DIVISION · THEME: BRIDAL

Create a monochromatic bridal hand-tied bouquet using a chicken wire egg, a Syndicate Sales Holly Chapple 4" egg or a 4" pillow. The bride loves an organic free-flowing style and did not mention a favorite flower or color. This will be your choice. The bride's only request was ribbon streamers to match the flowers. You will be given a Syndicate Sales C007 vase to display your bouquet. You have a limit of \$35 wholesale. Space allowed is 30" wide x 30" long and no height restrictions. *\*See below.*

*\*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. Your entry must be mechanically sound to withstand touching and handling by judges. No permanent botanicals (silks) 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: Gala Couture:** Create a floral couture jewelry item fit for a Gatsby themed gala. You may choose to design a floral fascinator or a necklace that would be appropriate for a lady wearing a flapper style dress. Use of Oasis® wire is recommended and your choice of any materials listed in packet. The display space is limited to 24" long by 24" wide with no height restrictions. You have a limit of \$50 wholesale. No permanent botanicals (silks) are allowed. You may use a prop to display your item; however, it must fit in your display space. *\*See below.*

**THEME 2: "W" means Weekly:** Create an arrangement for a weekly corporate account at the W Hotel. The W Hotels are known for a fun and modern environment. This week the manager requested a "W" be incorporated as part of the piece; it can be interpretive or literal. The display space is limited to 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. Container not included in the price. No permanent botanicals (silks) are allowed. No props are allowed. *\*See below.*

**THEME 3: Romance the Bride:** Create a horizontal, cascading bridal bouquet in a 6" Holly Chapple egg for a romantic spring bride. The bride loves an organic feeling but requested you stay in one color tone from the lightest tint to darkest shade. You have a \$75 wholesale limit and will be given a Syndicate Sales C007 vase to display your bouquet. No props are allowed. *\*See below.*

*\*Hard goods, flowers, and foliage must be from the price list included in the design contest package, which also includes all wholesale prices. Your entry must be mechanically sound to withstand touching and handling by judges. \*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: FIRE IT UP

Create a tablescape that translates the 2019 convention theme "Fire it Up". It can be literal or interpretive, just no real fire. Your table is an 8' banquet table and your piece should be viewable from all sides. You may include flowers, foliage, fruit, vegetables, branches, plants, succulents, and any items on the wholesale list in the design packet. Please stay within the 8' banquet table, but you may go as tall as you wish. Allow space for at least for four to six place settings. You have a \$ 90 wholesale limit. Your entry must be mechanically sound to withstand touching and handling by judges.

## 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

Download Contest Packet at [www.wumfa.org](http://www.wumfa.org). If you have any questions contact Lisa Belisle AIFD. Call (262) 744-1553 or email: [Lisa@floraelements.com](mailto:Lisa@floraelements.com). You can also contact the WUMFA Office at (517) 253-7730.

### Make 2019 the year you and your employees become Certified Florists!



Order a manual and one round of testing for only \$599.95.

Call Cindy at (517) 575-0110





## 2019 WUMFA CONVENTION SCHEDULE AT A GLANCE

Color Key:  
 Business Sessions (Green)  
 Hands-On Classes (Blue)  
 Main Stage Shows (Red)  
 Trade Show (Purple)  
 \*Additional Fees Apply

### FRIDAY, MARCH 29, 2019

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 Session <b>Crash Course: Event Management from Selling to Design</b> Jennifer Beitbach, Rhonda Deaver, Details Flowers Team Sponsored by Details Flowers	Huron
3:00 p.m.	Ikebana Exhibition: Laurie Wareham Sponsored by The Ichiyo School of Ikebana	Great Lakes Complex Foyer
4:30 p.m.-5:30 p.m.	Business Session: <b>Fertilizing: Getting Your Team to Grow</b> Melissa Maas Sponsored by Bank of Flowers	Wolf
6:00 p.m.-8:00 p.m.	Trade Show Reception	Turtle/Bear
7:00 p.m.-8:00 p.m.	Business Session: <b>Pre-Game Social</b> Rhonda Deaver Sponsored by Snapdragon Flowers	Wolf
8:00 p.m.-9:30 p.m.	Main Stage Design Show <b>Chopped</b>	Wolf

### SATURDAY, MARCH 30, 2019

7:30 a.m.-5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
7:30 a.m.-6:00 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m.-11:30 a.m.	Design Contest Registration	Entrance Three Clans Ballroom
8:00 a.m.-6:00 p.m.	Raffle Open	Turtle/Bear/Wolf
8:00 a.m.	Ikebana Exhibition: Laurie Wareham Sponsored by The Ichiyo School of Ikebana	Great Lakes Complex Foyer
8:00 a.m.-10:00 a.m.	*Hands On Session <b>Contemporary Wedding Bouquets</b> Alex Jackson Sponsored by Teleflora	Huron
8:00 a.m.-8:45 a.m.	Business Session <b>Pruning: How to Make a Stronger Team</b> Melissa Maas Sponsored by Bank of Flowers	Wolf
8:00 a.m.-6:30 p.m.	Raffle Open	Turtle/Bear/Wolf
9:00 a.m.-10:00 a.m.	Business Session <b>Talking Shop with the Wisconsin Funeral Directors Association</b> Commentated by Tami and Gordie Gasch Sponsored by Brilliant Blooms and WFDA	Wolf
10:15 a.m.-11:15 a.m.	Business Session <b>Making More Green by Making the Upgrade</b> Lori List, Kelly Harnish, Mike Homyak Sponsored by Reliant Ribbon	Wolf
11:15 a.m.-12:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
12:30 p.m.-1:30 p.m.	Main Stage Design Show <b>Designing for Today's Market</b> Kevin Ylvisaker Sponsored by Smithers-Oasis	Wolf
1:30 p.m.-3:30 p.m.	*Hands-On Session <b>The Twisted Art of Body Flowers</b> Jane Edwards Sponsored by WUMFA	Huron
1:45 p.m.-2:45 p.m.	Business Session <b>Treat Your Business Like a Car!</b> Shirley Lyons Sponsored by FloristWare	Wolf

2:00 p.m.-6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
2:45 p.m.-3:45 p.m.	Trade Show Only Shopping Time	Turtle/Bear
3:45 p.m.-4:30 p.m.	Main Stage Design Show <b>The Professional Designer of the Year Runoff</b> Commentated by Lisa Belisle Sponsored by WFF	Wolf
6:00 p.m.-7:00 p.m.	<b>Networking Treasure Hunt Reception</b>	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>
7:00 p.m.-8:00 p.m.	Memoirs of the Past <b>Stories to Share</b>	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>
8:00 p.m.-10:00 p.m.	*Centennial Gala Awards Banquet	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>
10:00 p.m.-12:00 a.m.	<b>Entertainment and Dancing</b>	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>

### SUNDAY, MARCH 31, 2019

7:30 a.m.-4:30 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
7:30 a.m.-12:30 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m.-3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:00 a.m.-3:00 p.m.	Raffle Open	Turtle/Bear/Wolf
8:00 a.m.	Ikebana Exhibition: Laurie Wareham Sponsored by The Ichiyo School of Ikebana	Great Lakes Complex Foyer
8:00 a.m.-10:00 a.m.	*Hands-On Session <b>Spring Trends</b> Kevin Ylvisaker Sponsored by Smithers-Oasis	Huron
8:00 a.m.-9:00 a.m.	Main Stage Design Show <b>Fusing Tropical With Design</b> Lisa Belisle Sponsored by EC Flowers and More and Flora Elements	Wolf
9:10 a.m.-10:10 a.m.	Business Session <b>Tired of Paying for All That Advertising</b> Shirley Lyons Sponsored by FloristWare	Wolf
10:15 a.m.-11:15 a.m.	Business Session <b>Gaining the Competitive Edge</b> Details Flowers Team Sponsored by Details Flowers	Wolf
11:30 a.m.-12:30 p.m.	Main Stage Design Show <b>Here Comes the Bride</b> Alex Jackson Sponsored by Teleflora	Wolf
11:30 a.m.-12:30 p.m.	Trade Show Shopping Time	Turtle/Bear
12:30 p.m.-1:30 p.m.	Annual Meeting, Lunch Served	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>
1:30 p.m.-2:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:30 p.m.-3:30 p.m.	Main Stage Design Show <b>Success is a Mindset</b> Jessica Zimmerman Sponsored by WFF	Wolf
2:30 p.m.	Trade Show Closes	Turtle/Bear
3:00 p.m.	Raffle Closes	Turtle/Bear/Wolf
3:30 p.m.	Raffle Winners Available	Turtle/Bear/Wolf
3:45 p.m.-4:15 p.m.	Auction	Wolf





# WUMFA 2019 Annual Convention Registration Form

March 29 - 31, 2019 • Radisson Hotel and Conference Green Bay Center • 2040 Airport Dr. • Green Bay, WI 54313

Shop Name \_\_\_\_\_ Fax \_\_\_\_\_  
 Submitted By \_\_\_\_\_ E-mail \_\_\_\_\_  
 Address \_\_\_\_\_ Alternate Contact Number \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

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



\*Does not include any optional events

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.  
**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 9, 2019 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 9, 2019 will not be refunded.

	Optional Events						TOTAL ALL EVENTS								
	Friday	Saturday	Saturday	Sunday	Sunday	Sunday									
<b>Member</b>	\$60	\$20	\$79	\$30	\$99	\$50	\$149	\$50	\$199	\$59	\$59	\$59	\$59	\$59	\$10 ea.
<b>Non-Member (To become a member, visit WUMFA.org)</b>	\$90	\$30	\$119	\$45	\$149	\$75	\$199	\$125	\$299	\$89	\$89	\$89	\$89	\$89	
1.															
2.															
3.															
4.															
5.															
6.															
<b>REGISTRATION TOTAL</b>													<input type="checkbox"/> Check <input type="checkbox"/> Credit Card		

If you would like to volunteer please contact the WUMFA office at (517) 253-7730.

### HOTEL INFORMATION

Room Rate: \$99.00 plus tax. 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 \$99.00 + taxes per night by March 07, 2019. Reservation must be made to insure the group rate. Room rate includes breakfast.

### 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](mailto:cindy@michiganfloral.org), or if you want to fax please call (517) 253-7730 for faxing instructions