



WUMFA 2020

GAME SHOW floral

WUMFA Annual Convention

March 27-29, 2020

Radisson Hotel & Convention Center, Green Bay, WI

Come on Down to Game Show Floral!

BY MICHELLE DEWILDT, WUMFA CONVENTION CHAIR



Come on down to WUMFA 2020 Game Show Floral! We have an exciting weekend packed with knowledge, cash and prizes. One thing is for sure, you'll be the winner when you attend the 2020 convention held March 27-29 at the Radisson

Hotel and Convention Center in Green Bay.

Start off your adventures in the exciting world of game shows with a spin of the Floral Wheel of Fortune with our Friday all day workshop. "Pat and Vanna" will teach new techniques to give you a one up on the competition. New trends in body flowers, contemporary sympathy, and a surprise design could be yours when you spin the wheel. Will you win a trip to an exotic location or move on to the next round after you "curate" sales?

Friday night is more action packed than ever. We will have our first ever backstage pass opportunity where you can tour the behind the scenes planning and set up that goes into putting together a convention. Our trade show opens at 6:00 p.m. for early bird shopping and networking. Join us for Floral Feud at 8:00 p.m. where teams will go head to head. Survey Says... You better be there!

Start off Saturday exploring how to interpret art through floral design. Art in Bloom events and public floral installation events are popping up everywhere. Learn how to tap into your creativity and execute stunning works of floral art.

Join us for a pair of intriguing business sessions that would be worthy of daytime Emmys. Curate will have you on the edge of your seat with excitement while business strategist Nicole BZ will guide you in growing your value, personally and professionally. Our star-studded weekend continues with a gathering of professionals from across the industry to discuss where the flowers you use every day come from, and when to select the best blooms from different regions. Don't guess, win the quality game with our pros.

Are you seeing stars yet? Saturday afternoon's hands on session will be tense ... literally! Dig deep in this concept to

keep your cool when the pressure of the game is on. Saturday afternoon will be capped off with the exciting, live Wisconsin Professional Designer of the Year run off. How can you enter for a chance to compete for the \$300 cash prize? Enter all three professional divisions in our design contest... lights, camera, action! It's your turn to answer the call of come on down!

Whew! You made it through the day like a contestant with a minute to win it. Roll like a Monopoly millionaire but don't get yourself in trouble or you won't pass GO! Game Night evening will be an evening of mystery. Was it Scarlet in the library with the candlestick?

Let the games continue! This weekend is all about winning and Sunday we start off with competition floral techniques. Nicole BZ is back to guide you on how to lead versus working while Tim is going to tap into our pulse. The Curate team will bring down the house with The Price is Right presentation. I think even Drew Carey will be there. Plus great sessions sponsored by FTD, Lovingly and Teleflora.

Let's face it. Life in a floral game show is fun but sometimes feels like a grind. Laura is here for survival tactics of creativity. Don't forget our luncheon and annual meeting. Then in the afternoon we go for the big deal.. I'll take curtain #3 Wayne. What did I win?

Raffle! Silent Auction! More Hands-on Workshops! Design Contests! Breakfast buffet! Casino! Seeing old friends! Meeting new friends! Trivia, Board Games and Prizes!

Oh, my Charles Nelson Riley how will we close the show? You will feel like you nailed the daily double, matched six celebrities, and your circle got the square when Julia takes us on a journey down game show memory lane. The magic of game shows, where you dream of your fifteen minutes of fame and a trip to Hawaii.

*Please view our lineup and schedule for all the juicy details - Non game show version. 🌸



2020 WUMFA Design Presenters



JULIA MARIE P. SCHMITT AIFD, EMC, ICPF, PFCI, began her floral career in 2008. She and her mother have owned Busy Bee Florist and Gifts in Marceline, Missouri, for the past 12 years. She founded

her floral art studio, Pualeialii Floral Expressions, in 2016. Hoping to share her experience, Julia has been a mentor, teaching assistant, and educator for EMC. She has also been an instructor for the Illinois State Florist Association boot camp program. As a member of EMC team, she has traveled internationally conducting presentations, workshops and demonstrations, is an ambassador for Fleuramour and a contributing writer for *Florist Review*.



TIM FARRELL AAF, AIFD, PFCI, owner of Farrell's Florist, Drexel Hill, PA, is an accomplished designer known for his beautiful floral compositions. His understanding and ability to teach the

elements and principles of floral design make him a sought after presenter. Tim's work has been showcased at the Philadelphia Flower Show, as a featured designer in the gallery of AIFD, as a guest speaker for the Pennsylvania Horticultural Society, and as a judge. In addition to his duties at Farrell's Florist, Tim also serves as education team senior advisor and industry ambassador for Teleflora.



LISA BELISLE AIFD, CF, is the owner and instructor at Flora Elements Education and Design in Delafield, Wisconsin. During the last 20 years she has participated in every part of the floral industry.

Today, she is interested in continuing her own education and teaching floral design. Her style is adaptive, and she loves to create pieces infused with Mother Nature with compelling earth elements and lines. She currently serves as president, education and design contest chair of the Wisconsin & Upper Michigan Florists Association. Lisa is also the drive behind the FFA workshops and inclusion of all students and advisors in WUMFA Education.



MIKE HOLLENBECK AIFD, has been in the floral industry for almost 40 years and currently owns and operates Floral Artistry LLC in Lewiston, Idaho. He is a certified AIFD judge/evaluator and for the

past nine years has helped create the magic of The Rose Bowl Parade. He has installed floral displays at the L.A. County Fair and was a team leader for the White House floral decor in 2015 for the Pope's visit and the Chinese state dinner. Mike has presented many on stage programs and hands-on workshops programs to inspire designers to reach beyond perceived limitations.



LAURA DALUGA AIFD, is the owner of the Department of Floristry, a Detroit design studio specializing in special events, corporate designs, floral sculpture, and fleur couture. She is a fourth-generation

florist, a millennial designer with education, experience and an open mind. Laura is passionate about integrating the mindset of millennials with today's flower shops. Her goals are to make this communal, crowd-sourced and collaborative, rather than competitive, as a part of the next generation of flower shop owners. As a design director for Smithers-Oasis, travelling around North America, she speaks to these goals in her demonstrations and workshops.



ANN JORDAN AAF, AIFD, MMFD is an FTD education consultant and boot camp instructor, with more than 30 years of retail floral experience. She has led design classes and hands-on workshops throughout

North America teaching topics such as trends, marketing, selling skills, branding and more. Her designs have been featured in *Florists' Review* and she has participated in several AIFD symposiums and the AIFD booth at the Philadelphia Flower Show. Ann has served in a number of roles including procurement chair and symposium coordinator and AIFD president and was on the design team for President George W. Bush's inauguration in 2005.

2020 WUMFA Business Presenters



JOE VEGA, the co-founder of Lovingly, has been involved in the floral industry for over 13 years. He's motivated by technology, creativity, and the desire to ensure moments are celebrated. His aim

is to guide florists to highly-profitable orders, giving them freedom to unleash their creativity and grow their business. Lovingly, a human-centered tech company, is driven by creating the best possible experience for customers and florists alike. Through Lovingly, Joe's aim is to help thousands of florists across North America become financially secure so they can become artistically free.



NICOLE BZ specializes in bringing business expertise to creative people at her business BZ Coaching. Before becoming a business coach she started a recording studio and managed bands for ten

years. In all, she has started 37 businesses. She understands the parts of business that tend to be less exciting to creatives, like taxes and business models. It is her passion to help people manage these obstacles so they can re-focus on what's driving them to become successful; setting goals and reaching them.



RYAN O'NEIL PFCI, and his wife, Rachael, were the founders of Twisted Willow Design in St. Louis, a wedding-focused floral company. From that experience, Ryan created Curate, a florist software

that automates the entire "wedding folder." Ryan has personally spoken with thousands of florists since starting Curate and is a constant source of advice about the industry. He is the lead contributor to The Business Of Events blog that shares all the details of how he and his wife started a floral shop and grew it into a successful lifestyle business.

WUMFA Friday Convention Sessions

All Day Hands-On Workshop Friday, March 27, 2020

*HANDS-ON WORKSHOP Floral Wheel of Fortune

Presented by Julia Schmitt AIFD,
ICPF, EMC, PFCI

Booked

Presented by Ryan O'Neil PFCI
(One hour presentation)
Sponsored by WFF and Curate
Date: Friday, March 27, 2020
Time: 9:30 a.m. to 4:30 p.m.
Location: Huron

Try your luck at the Floral Wheel of Fortune. During this all day workshop, Julia will show you techniques and how to create five different floral designs. However, it will be up to lady luck to see which three designs you will be creating. Spin the Floral Wheel of Fortune and land on one of the following: Interactive Centerpiece, Flowers to Wear, Bridal Bouquet, Contemporary Sympathy, Hawaiian Floral Crown, or a Surprise Design. During the session Ryan will present Booked, three ways to help increase your wedding sales. Many view "sales" as a dirty word. Yet, without sales your business is just a hobby. Ryan will cover sales models, sales-ready leads, and increasing your closing rate with Contact Management Systems. Win the appointment, convert the sale and your clients will love you more for it.

Don't miss this exciting day of learning. Come spend the day with internationally known designer Julia Schmitt. You will take home knowledge and the three designs you create. Cost included all flowers and products. Just bring your tools.



MAIN STAGE SHOW Floral Feud...as seen on TV

Date: Friday, March 27, 2020
Time: 8:00 p.m. to 9:00 p.m.
Location: Wolf

Survey Says! Gather your shop and wholesaler family to form a team and participate in a night of fun and game. Floral Feud will deliver the questions and your team will provide the answers to see how they rank against answers provided by florists around the world.

As time allows, we'll also challenge you to some floral trivia. Bring your phone or tablet to download a special app. This session is free to all.

Public Exhibition

FRIDAY 4:30 P.M. TO 9:00 P.M., ALL DAY SATURDAY,
SUNDAY 8:00 A.M. TO 2:30 P.M.

The public will have a chance to see new products and designs in the walkway between hotel registration and the ballroom. Each display will have fun facts about origins, a unique fact about the particular product and who sponsored the product. Join us for a walkway of trivia. Better study up, it might be in trivia on Friday night!

FREE BACKSTAGE PASS

4:30 p.m., Friday, March 27, 2020

All non-members, members and new WUMFA members are invited on a VIP tour of the entire convention before the doors open. We will show you all the secrets of setting the stage for a Floral Game Show. Go backstage to ask questions and meet designers, vendors, board members and committee members who make this event blossom. Then join your floral family at the opening reception for the Floral Feud. FREE to all.



WUMFA Saturday Convention Sessions

Saturday, March 28, 2020

*HANDS-ON WORKSHOP

Interpreting Artwork: Methods for Success

Presented by Laura Daluga AIFD • Sponsored by WFF
Date: Saturday March 28, 2020 • Time: 8:00 a.m. to 10:00 a.m.
Location: Huron

Laura will demonstrate different approaches to interpretive floral design, as seen in countless art museums' Art in Bloom exhibitions. Attendees are provided a piece of art as inspiration, creating their own interpretive design, working from a selection of blooms and materials.

BUSINESS SESSION

Wedding Organization

Presented by Ryan O'Neil • Sponsored by Curate
Date: Saturday, March 28, 2020 • Time: 8:30 a.m. to 9:30 a.m.
Location: Wolf

Weddings are complicated. Many florists have sworn them off completely. There are over 15 different files you have to deal with and keep up to date every time the bride changes her mind. If you want the event to be profitable and all team members on the same page, you have to have all of these pieces. Ryan shares the industry standards for what you should look for in your special events folder - everything from the recipe sheets to the strike list and how to update efficiently.

BUSINESS SESSION

How to Grow Your Value

Presented by Nicole BZ • Sponsored by BZ Coaching
Date: Saturday, March 28, 2020 • Time: 9:45 a.m. to 10:45 a.m.
Location: Wolf

Ever feel like you're underpriced and undervalued? Ever fantasize about raising your prices, but worry what your customers will think? Are you curious about how you can explore new value and service offerings for your business? This discussion challenges the status quo. You are worth more, you can raise your prices, and you will reposition your brand and value in your community. Let's raise the value of florists and floristry together. We will create three outreach plans to raise your value and your prices (yes, they're different).

*HANDS-ON WORKSHOP

Don't Leave Your Points on the Table

Presented by Mike Hollenbeck AIFD • Sponsored by Lovingly
Date: Saturday, March 28, 2020 • Time: 11:00 a.m. to 12:30 p.m.
Location: Huron

This workshop is for beginners, FFA students, and college level students who are competing and want to learn clean mechanics, design techniques, time management, proper selection of tools, form versus kubari, armatures, foliage manipulation and much more. We will walk through a few techniques and then a hands-on test will take place. Design evaluations will be given if participants want them. There will be demonstrations of how you can increase your evaluation points.

MAIN STAGE PANEL SHOW

Where Do Flowers Come From?

Presented by Rich Dodd, Michelle Dewildt, Michelle Ovens, Gregg Wilke
Date: Saturday, March 28, 2020 • Time: 11:30 a.m. to 12:30 p.m.
Location: Wolf

This may seem like the silliest question, kind of like where do bananas come from, right? The world of imported flowers is quickly becoming so dominate that learning the source of our flowers and how they arrive is of less importance compared to the flower colors you want and need. Panel members, Michelle Ovens, Ovens Peony Farm, Beaver Dam, WI; Michelle Dewildt, Wildflowers, Portage, WI, Rich Dodd, Bill Doran Co., and Gregg Wilke, Karthausers & Sons, Germantown, WI, are going to challenge your floral knowledge and why it's critical to know where your flowers

**Additional fees apply. Bring your own tools.*



originate, seasonality, supporting your local markets and how to enrich your knowledge by buying smarter.

*HANDS-ON WORKSHOP

May the Force Be with You...Exploring Tension in Floral Design

Presented by Tim Farrell AAF, AIFD, PFCI • Sponsored by Teleflora
Date: Saturday, March 28, 2020 • Time: 1:30 p.m. to 3:30 p.m.
Location: Huron

Tension is the secondary principle of design. In this workshop you will complete two projects which highlight concepts that convey tension in designs. The detailed power point presentation will make you think as a designer and open your mind to new creative possibilities. The program is geared to mid level designers and up.

BUSINESS SESSION

Unleashing Your Inner Guide with the Premier Guided Gifting Experience

Presented by Joe Vega and Mike Hollenbeck AIFD • Sponsored by Lovingly
Date: Saturday, March 28, 2020 • Time: 1:30 p.m. to 2:30 p.m.
Location: Wolf

Introducing Lovingly Funnels, a guided gifting experience that puts creative freedom back in the hands of florists and gives customers a unique design. Lovingly Funnels guide senders through a unique, personalized experience, breaking the cycle of transactional website shopping. Maximize your profit, streamline your business, all the while giving your customers the expert guidance they need online.

MAIN STAGE DESIGN SHOW

Mother's Day Survival Skills

Presented by Ann Jordan AAF, AIFD, mmfd • Sponsored by FTD
Date: Saturday, March 28, 2020 • Time: 3:30 to 4:30 p.m.
Location: Wolf

In-house specials for the holidays relieve a large portion of the work load. Some florists say that designs that are from a recipe deny creativity. On the contrary, it allows it. Be creative once and then mass produce your original work. How clever are you three days before Mother's Day? As long as you keep your shop's image and customers' preferences in mind, your in-house specials will satisfy your customer without over burdening designers. In this program, Ann will teach you how to create trend setting designs that will make your holiday a breeze and have your customers coming back saying "My mom loved it!"

MAIN STAGE DESIGN SHOW

Professional Division Designer of the Year Run Off

Commentated by Lisa Belisle AIFD, CF • Sponsored by WFF and Cal Flowers
Date: Saturday, March 28, 2020 • Time: 4:45 p.m. to 5:30 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 2020 WUMFA Professional Division Winner. The winner will be required to compete against all winners of the Home and Garden shows throughout the winter. Five winners will compete at the Wisconsin State Fair Grounds in August and the winner of this contest will receive a plaque, \$1,500 and the title Wisconsin Professional Designer of the Year. This is the second annual WPDOY contest.

SATURDAY NIGHT BANQUET!

Who's hungry? Roll like a Monopoly millionaire but don't get yourself in trouble or you won't pass GO! The Awards Banquet is always a highlight of the convention, this time with contests, prizes, and flowers. Survey says you might be a winner. Maybe Professor Plum is waiting for you in the Conservatory to give you the winning Clue. Better double down before someone shouts GAME OVER!

Sponsored by



WUMFA Sunday Convention Sessions



Sunday, March 29, 2020

*HANDS-ON WORKSHOP

Winning Techniques for Competition and Profit

Presented by Mike Hollenbeck AIFD

Sponsored by Lovingly

Date: Sunday, March 29, 2020 • Time: 8:00 a.m. to 10:00 a.m.

Location: Huron **Additional fees apply. Bring your own tools.*



Not all of us are fierce competitors, however, the skills you implement in competitions should be used in your everyday designs. By identifying principles and elements and implementing design techniques you will take your competition skills and daily designs to an entirely different level. Why is this important you may ask? Clean designs that have a focal emphasis, line, and overall appealing aesthetic sell better. Today is the digital age of social media so your pieces must translate well in photography. The cleaner the design and more intentional lines the easier it is to convey emotion and your true intentions. We will evaluate designs, discuss time management, demonstrate techniques, and foliage manipulation. A live "test" with evaluator critiques are included to show where you could have increased your points.

MAIN STAGE DESIGN SHOW

Surviving Creativity: Finding Fulfillment

Presented by Laura Daluga AIFD

Sponsored by WFF

Date: Sunday, March 29, 2020 • Time: 8:00 a.m. to 9:00 a.m.

Location: Wolf



Floristry can be a grind sometimes. Laura will explain ways to keep your design mind fresh by finding, supporting, and participating in events that are creatively fulfilling for you as a floral artist. Now's the time to bridge the gap from craft to floral art; these experiential events are popping up everywhere.

BUSINESS SESSION

Follow the Leader or Hokey Pokey

Presented by Nicole BZ

Sponsored by BZ Coaching

Date: Sunday, March 29, 2020 • Time: 9:10 a.m. to 10:10 a.m.

Location: Wolf



Follow the leader is one way of managing a business but when the leader isn't around, there is no one to follow. Some days when the leader is in the room they are in the trenches working, assuming their support knows what to focus on next and the right thing to say to the customer who walks in looking for help. Leaders teach decision making and autonomy not The Hokey Pokey. This discussion focuses on how to start tapping into inspirational leadership techniques. You will walk away with three specific strategies to lead your business.

BUSINESS SESSION

The Price is Right!

Presented by Ryan O'Neil PFC

Sponsored by Curate

Date: Sunday, March 29, 2020 • Time: 10:15 a.m. to 11:15 a.m.

Location: Wolf



Are you ready to be the next contestant on The Price is Right? Well come on down! All you have to do is guess the exact price of each arrangement we put in front of you within five seconds. Ready? Don't you feel like everyone does this to you all day long? It's a big game of high or low. Ryan has a fun round planned to really test your pricing skills against his Curate program. Are you in?

MAIN STAGE DESIGN SHOW

Pulse...Exploring the Rhythm in Floral Design

Presented by Tim Farrell AAF, AIFD, PFC

Sponsored by Teleflora

Date: Sunday, March 29, 2020 • Time: 11:30 a.m. to 12:30 p.m.

Location: Wolf



Florists are part of human events from life until death. During this program, Tim will present a series of designs that connect to the human experience and the emotions that coincide with these remarkable moments. Accompanied with musical selections, these creations, and the principle of rhythm within them will interpret the emotions conveyed and experienced during our life milestones.

MAIN STAGE DESIGN SHOW

Remember When...Floral Art Presentation

Presented by Julia Schmitt AIFD, ICPF, EMC, PFC

Sponsored by WFF

Date: Sunday, March 29, 2020 • Time: 2:30 p.m. to 3:30 p.m.

Location: Wolf



Take a journey back to when daytime game shows were the fabric of our lives. Experience memories from a time when we lived vicariously through game show contestants and winning it big on the small screen. Through the magic of flowers, let us travel together to a place where dreams were made, even if only make-believe.

Don't miss any of these exciting sessions or exhibitions! Register today!



Save The Date!

101st Annual Convention



March 27-29, 2020

Radisson Hotel & Conference Center
Green Bay



2020 WUMFA Design Contest

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 Floral Game Show, you will apply your skillset to show current and future trends. Winning competitors will be acknowledged at the Saturday night banquet and in *The Professional Florist*.

Professional Division Winner

Become the Wisconsin Professional Designer of the Year!

This year Professional Division contestants have an opportunity to further compete and win larger cash prizes. The first step is to enter all three professional categories in the WUMFA design contest. The three top scoring designers will be notified by text following completion of judging and must confirm receipt of the text message. Those three will meet at the WUMFA registration desk promptly at 4:30 p.m., Saturday, March 28, for the on stage surprise package design run off beginning at 4:45 p.m., ending at 5:30 p.m. Designers must provide their own tools (knife, wire cutter, pruner, scissors, needle nosed pliers, foliage stripper*). All identical design materials will be provided by the design contest committee. The winner will be judged by their peers in a people's choice vote, announced at the Saturday night banquet and receive \$300, the coveted title of 2020 WUMFA Professional Division Winner, and acknowledgement in the Professional Florist. 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 in August for an hour and a half in three categories and will be professionally judged by certified judges. The ultimate winner will receive \$1,500 from the Wisconsin Florist Foundation, a plaque and are highly encouraged to use the money to participate in the Sylvia Cup. *No other tools will be allowed.

Student Division • High School

Theme: Family Feud

You will design a crescent or L-shaped arrangement appropriate for a dressing room on the set of Family Feud. You may use any materials listed in the packet and items relating to Family Feud to convey theme. 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: Green Room Envy

Create a contemporary arrangement that you might see in the green room of your favorite game show. This arrangement will be placed on a round coffee table that is 30" in diameter. * You have a limit of \$35 wholesale. Display space is limited to 24" wide by 24" long and 48" high.

*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: Game Show Celebration

Create a centerpiece for a dinner celebrating a game show's 30th year. It may not still be on the air, but can be a show you remember growing up with emphasis on color, techniques and playful movement. The centerpieces will be placed on a 72" round table set for our very own dinner on Saturday. The centerpiece must be practical for a dinner party, specifically should not restrict views and/or conversations. The display space is limited to 20" long by 20" wide with no height restrictions. No permanent botanicals (silks) are allowed. You have a limit of \$75 wholesale.

*No props, see below.

Theme 2: Contemporary Sympathy

Create a sympathy arrangement for a male considered contemporary or modern, This means non-traditional, Think a few years ahead and out of the box. You may pick any type of arrangement, but it must fit in the display space of 30" long by 30" wide with a height of 48". You have a \$50 wholesale limit. No permanent botanicals (silks) are allowed. *No props, see below.

Theme 3: Wedding Hoop-la

Create a bridesmaid's bouquet using the popular hoop. Hoop material is yours to choose: metal, wood or custom made. The bridesmaid dress is aubergine and the bride loves an organic feel. You have a limit of \$35 wholesale excluding the hoop. Prop to display the hoop is allowed. *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 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: Wheel of Fortune

Pat and Vanna are hosting a themed patio dinner party and need an entrance piece. They want an interpretive design that will be the centerpiece of the evening showcasing the fun evening ahead. They are seeking your creative skills to celebrate the many years of Wheel of Fortune and a location where they have filmed. This should be grand! Type of perishable items not limited and may include flowers, foliage, fruit, vegetables, branches, plants, and succulents. You have a \$75 wholesale limit for perishables. Hard goods and mechanics will not be part of your dollar value. Entry must be mechanically sound to withstand touching and handling by judges. You will be given a 72" round table to display your piece. Props 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 \$300 and Certificate

Academy \$250 and Certificate

Download contest packet at www.wumfa.org.

If you have any question contact Lisa Belisle AIFD, CF, at (262) 744-1553 or email lisa@floraelements.com.

You can also contact the WUMFA office at (517) 253-7730.

Sponsored by



Plan now to attend the WUMFA 2020 GAME SHOW floral



WUMFA members and friends will gather in Green Bay, Wisconsin, March 27-29, 2020, at the Radisson Hotel & Conference Center for the Annual Convention, **GAME SHOW FLORAL!** The fun filled, educational weekend includes a Friday night opening reception and Saturday evening recognition banquet, plus plenty of time to shop the trade show!

Trade Show Hours:

Friday, March 27
6:00pm - 8:00pm
Reception & Shopping

Saturday, March 28
7:30am - 6:00pm
• (Includes 2 hours Tradeshow Shopping Only Time -
No Other Scheduled Events)

Sunday, March 29
7:30am - 2:30pm
• (Includes 1 hour Tradeshow Shopping Only Time -
No Other Scheduled Events)

Best Booth Award:

Winner receives award and acknowledgement in *The Professional Florist* magazine.



Exhibitors: Don't wait, sign up today!

WUMFA depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at "GAME SHOW FLORAL", you not only reach potential customers, you advance our industry by providing education.

For information contact Rod at (517) 253-7730 or email rod@greatlakesfloralassociation.org. Download your 2020 Exhibitor Kit here: <https://www.wumfa.org/wumfa-annual-convention/>

Thank you to our great WUMFA Annual Convention Sponsors



Thank you to our WUMFA Exhibitor Sponsors

Gold



Silver



Bronze





2020 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 27, 2020

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 Workshop Floral Wheel of Fortune Booked Julia Schmitt and Ryan O'Neil Sponsored by WFF and Curate	Huron
4:30 p.m.-9:00 p.m.	Public Exhibition	Hallway to Registration Desk
4:30 p.m.-9:00 p.m.	Backstage Pass, open to all florists	Registration Desk
6:00 p.m.-8:00 p.m.	Trade Show Reception Open to all florists, (no fee)	Turtle/Bear
8:00 p.m.-9:00 p.m.	Main Stage Design Show Floral Feud-As Seen on TV Open to all florists (no fee)	Wolf

SATURDAY, MARCH 28, 2020

7:30 a.m.-6:00 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m.-5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
8:00 a.m.-9:00 p.m.	Public Exhibition	Hallway to Registration Desk
8:00 a.m.-10:45 a.m.	Design Contest Registration	Entrance Three Clans Ballroom
8:00 a.m.-10:00 a.m.	*Hands On Workshop Interpreting Artwork: Methods for Success Laura Daluga Sponsored by WFF	Huron
8:30 a.m.-9:30 a.m.	Business Session Wedding Organization Ryan O'Neil Sponsored by WWF	Wolf
9:45 a.m.-10:45 a.m.	Business Session How to Grow Your Value Nicole BZ Sponsored by BZ Coaching	Wolf
11:00 a.m.-12:30 p.m.	*Hands-On Workshop Don't Leave Your Points on the Table Mike Hollenbeck Sponsored by Lovingly	Huron
11:00 a.m.-6:00 p.m.	Raffle Open	Turtle/Bear/Wolf
11:30 a.m.-12:30 p.m.	Main Stage Panel Session Where Do Flowers come From? Michelle Dewildt, Rich Dodd, Michelle Ovans, Gregg Wilke	Turtle/Bear/Wolf
12:30 p.m.-1:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
1:30 p.m.-3:30 p.m.	*Hands-On Workshop May the Force Be with You...Tension in Floral Design Tim Farrell Sponsored by Teleflora	Huron
1:30 p.m.-2:30 p.m.	Business Session Unleashing Your Inner Guide with the Premier Guided Gifting Experience Joe Vega and Mike Hollenbeck Sponsored by Lovingly	Wolf
2:00 p.m.-6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
2:30 p.m.-3:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear

3:30 p.m.-4:30 p.m.	Main Stage Design Show Mother's Day Survival Skills Ann Jordan Sponsored by FTD	Wolf
4:45 p.m.-5:30 p.m.	Main Stage Design Show Professional Division Designer of the Year Run Off Commentated by Lisa Belisle Sponsored by WFF and Cal Flowers	Wolf
6:00 p.m.-7:00 p.m.	Networking Reception	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>
7:00 p.m.-10:00 p.m.	Awards Banquet (Cal Flowers)	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>

SUNDAY, MARCH 29, 2020

7:30 a.m.-2:30 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m.-4:30 p.m.	Registration Desk/Book Fair Open	Entrance Three Clans Ballroom
8:00 a.m.-3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:00 a.m.-2:30 p.m.	Public Exhibition	Hallway to registration desk
8:00 a.m.-12:30 p.m.	Raffle Open	Turtle/Wolf/Bear
8:00 a.m.-10:00 a.m.	*Hands-On Workshop Winning Techniques for Competition and Profit Mike Hollenbeck Sponsored by Lovingly	Huron
8:00 a.m.-9:00 a.m.	Main Stage Design Show Surviving Creativity: Finding Fulfillment Laura Daluga Sponsored by WFF	Wolf
9:10 a.m.-10:10 a.m.	Business Session Follow the Leader or Hokey Pokey Nicole BZ Sponsored by BZ Coaching	Wolf
10:15 a.m.-11:15 a.m.	Business Session The Price is Right! Ryan O'Neil Sponsored by Curate	Wolf
11:30 a.m.-12:30 p.m.	Main Stage Design Show Pulse...Exploring the Rhythm in Floral Design Tim Farrell Sponsored by Teleflora	Wolf
12:30 p.m.-1:30 p.m.	Annual Meeting, Lunch (Cal Flowers)	Grand Council South <small>(Grand Council, Tuscarora, Oneida, and Cayuga Rooms)</small>
1:30 p.m.-3:00 p.m.	Raffle Open	Turtle/Wolf/Bear
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 Remember When... Floral Art Presentation Julia Schmitt Sponsored by WFF	Wolf
3:30 p.m. - 4:00 p.m.	Silent Auction	Wolf
3:30 p.m.	Auction/Raffle Winners Available	Turtle/Bear/Wolf



WUMFA 2020 Annual Convention Registration Form

March 27 - 29, 2020 • Radisson Hotel and Conference Center • 2040 Airport Dr. • Green Bay, WI 54313

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

Register online at www.wumfa.org

or Mail to WUMFA, P.O. Box 67, Haslett, MI 48840



* (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, 2020 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 9, 2020 will not be refunded.

	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				
Member Early, before 2/28/20	All-Day Hands-On Workshop: Floral Wheel of Fortune	Workshop: Interpreting Artwork	Workshop: Don't Leave Your Points Tension	Workshop: \$70 at the Door, Table for Eight \$390	Workshop: Winning Techniques For Profit		\$10 ea.	
Member After 2/28/20								
Non-Member Early, before 2/28/20	Sat/Sun Weekend Value Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Sat/Sun Weekend Value Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Sat/Sun Weekend Pass* Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Value Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Value Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Sunday Only* - Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	\$275	
Non-Member After 2/28/20	Saturday Only* - Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Saturday Only* - Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Sunday Only* - Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sunday Only* Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Value Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Sunday Only* Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	\$375	
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	REGISTRATION TOTAL <input type="checkbox"/> Check <input type="checkbox"/> Credit Card						TOTAL	

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 5, 2020. 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 _____

Billing Address _____

Cardholder Signature _____

City/State/Zip _____

Exp. Date _____ CSC _____