

WUMFA Annual Convention April 9-11, 2021

Radisson Hotel & Convention Center, Green Bay, WI

Come on Down! It's time to Learn, Network and Win!

BY TAMI GASCH



What a year this has been. It has truly made me appreciate the things I may have previously taken for granted, one of them being WUMFA and our annual convention. I'm sure many of you feel the same way when I say, I've missed all of you! I look

forward to the convention every year to learn what is currently happening in our industry; catching up with "old" floral friends and making new ones; and going home feeling like a winner, ready to take all the tips, tricks and advice that I've learned back to my shop.

There is a unique opportunity ahead of us now, and that is the chance to step away from home and our businesses to recharge our batteries. To listen, learn and be inspired again. To laugh, try new things and enjoy the companionship of colleagues from across the state. To relax, play games and invest in yourself.

The Radisson has taken this time to fine tune their protocols in order to provide a safe environment, and best of all, their renovation is complete.

So what do we have in-store for the weekend? Come prepared to play, learn and design at Friday's all day workshop presented by Julia Schmitt. The trade show will be open for free that night for all members, and non-members (bring a friend!) and stay to take part in the Family Feud inspired game, Floral Feud.

Saturday brings another full slate of activities including hands on sessions with Laura Daluga and Mike Hollenbeck, and Tim Farrell, all whom will stretch your imaginations and fine tune your approach to your designs. Business sessions will focus on the state of the retail store, as well as taking a look at how to demystify the web and using it for

your business marketing. And make sure to put the stage presentations by Randy Wooten and our own members as they compete for a chance to participate in the Professional Designer of the Year competition. The day wraps up with fun and games at the annual banquet where we will recognize award winners from both 2020 and 2021.

We'll wrap things up on Sunday with another hands on session from Mike Hollenbeck where he will teach you all his tricks for making money, stage shows by Laura, Tim and Julia (yes, three stage shows!), a state of the industry panel provided by our wholesalers, and the annual meeting.

There will be raffles, and a silent auction, so don't forget your checkbook! There are also opportunities to volunteer.

So get out your calendar and mark off April 9-11 and plan to join us in Green Bay for Game Show Floral Conference. I look forward to seeing you there! 🌸

Radisson Green Bay COVID-19 Health and Safety Protocols

The Radisson Green Bay convention center is taking all proper measures to ensure the health and safety of its guests.

Please visit www.wumfa.org/wumfa-annual-convention for more information. Your safety is important to us!



2021 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*.



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.



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.



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 couteur. 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.



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.



RANDY WOOTEN AIFD, PFCI, GMF, FTD Education Consultant, has more than a decade of experience in the floral industry. He is the fourth-generation owner and lead designer at Delorice's Florist in Douglas, GA, and is also active in the advancement of the floral industry. Randy educates his peers at various design shows and currently serves as a member of the Board of Directors for the Southern Chapter of AIFD. Brilliant in both business and design, his first book, *Jubilation*, was published in 2015.

2021 WUMFA Business Presenters



ELLY HEURING has been working in digital marketing for over 15 years, with an emphasis in aiding small businesses thrive being at the heart of her career. Working with small to medium businesses from startup through the 2020 "COVID Pivot" using proven solutions that grow revenue and customer satisfaction. Currently the Digital Manager for Cumulus Media in NE Wisconsin her skills and expertise include business development and customer retention, client success strategy and implementation, digital media sales, social media best practices, mobile media, programmatic, OTT, SEO, SEM, E-mail marketing, sales strategy, digital advertising, programmatic advertising, video advertising, behavioral targeting, website development and training.



TAMI GASCH jumped into the floral industry almost six years ago after attending her first WUMFA convention, following a career in media sales and marketing. Tami and husband Gordie opened Brillion Blooms in Brillion Wisconsin in September 2015. Tami is the current WUMFA President Elect and enjoys working with the WUMFA Board of Directors and Annual Convention committee to bring quality education and services to the floral industry. al targeting, website development and training.



GREGG WILKE is a third-generation wholesale florist. In 1975 he began his career working with his father at Badger Wholesale Florists in Milwaukee and became president and part owner in 1985. He worked for Platz Wholesale from 1999 to 2004 overseeing group buying for all five locations. He is now vice president and general manager for Karthauser & Sons, Inc. in Germantown, Wisconsin. Gregg served on the WUMFA board for about 24 years and as president of WUMFA for 12 years. He has been on the Wisconsin Florists Foundation board for 20 years and the president the last 12 years.

WUMFA Friday Convention Sessions

All Day Hands-On Workshop Friday, April 9, 2021

*HANDS-ON WORKSHOP Floral Wheel of Fortune

Presented by Julia Schmitt AIFD, ICPE, EMC, PFCI

Sponsored by WFF

Date: Friday, April 9, 2021

Time: 9:30 a.m.-4:30 p.m.

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

Try your luck at the Floral Wheel of Fortune. During this all-day workshop, Julia will show you techniques and how to create six 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. 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, April 9

Time: 8:00 p.m.-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 and Saturday, 4:30 p.m.-9:00 p.m.,

Sunday, 8:00 a.m.-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, April 9, 2021

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 fam-ily at the opening reception for the Floral Feud. FREE to all.



WUMFA Saturday Convention Sessions

Saturday, April 10, 2021

*HANDS-ON WORKSHOP

Interpreting Artwork: Methods for Success

Presented by Laura Daluga AIFD • Sponsored by WFF
Date: Saturday April 10, 2021 • Time: 8:00 a.m.-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

Untangling the Web

Presented by Elly Heuring • Sponsored by Brilliant Blooms
Date: Saturday, April 10, 2021 • Time: 10:00 a.m.-11:00 a.m.
Location: Wolf



Just what is 'digital'? The internet offers a plethora of options to reach customers and most small businesses can't possibly do them all. How could you use digital? How should you use digital and social media to bring a return on your investment of time and money? Learn the latest tactics and get proven ideas that will work for your business.

*HANDS-ON WORKSHOP

Don't Leave Your Points on the Table

Presented by Mike Hollenbeck AIFD • Sponsored by Floral Artistry
Date: Saturday, April 10, 2021 • Time: 11:00 a.m.-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 DESIGN SHOW

Design in Designs

Presented by Randy Wooten AIFD, GMF, PFCI • Sponsored by FTD
Date: Saturday, April 10, 2021 • Time: 11:30 a.m.-12:30 p.m. • Location: Wolf



In the floral industry today, it is important to sell customer service and talent. This is what sets you apart from the rest of the "flower peddlers" in your market. In this program, Randy focuses on bringing "design and talent" back into your everyday designs. By just adding small but interesting techniques, you can put the design back in your designs to make them stand out from the crowd!

RETAILERS "STATE OF THE INDUSTRY" PANEL DISCUSSION

Commentated by Tami Gasch

Date: Saturday, April 10, 2021 • Time: 1:30 p.m.-2:30 p.m.
Location: Wolf

We look forward to having you join us at this informative and lively discussion of the "State of the Industry" with some of our leading Wisconsin retailers. Tami Gasch from Brilliant Blooms will be the commentator. Other panel members will include Nichole Campbell of Petal Pushers, Debbie Freeberg from Bev's Floral, Rhonda Deavor from Snapdragon Floral and Diane Schulte from Metcalfe's Flowers. Tami will also take questions and answers from the audience some come prepared with topics you may want to discuss.

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

*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, April 10, 2021 • Time: 1:30 p.m.-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.

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, April 10, 2021 • Time: 3:30 p.m.-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 2021 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!

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WUMFA Sunday Convention Sessions



Sunday, April 11, 2021

*HANDS-ON WORKSHOP

Winning Techniques for Competition and Profit

Presented by Mike Hollenbeck AIFD

Sponsored by Floral Artistry

Date: Sunday, April 11, 2021 • Time: 8:00 a.m.-10:00 a.m.

Location: Huron



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, April 11, 2021

Time: 8:30 a.m.-9:30 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.

WHOLESALE "STATE OF THE INDUSTRY"

PANEL DISCUSSION

Date: Sunday, April 11, 2021 • Time: 10:00 a.m.-11:00 a.m.

Location: Wolf

We look forward to having you join us at this informative and lively discussion of the "State of the Industry" with some of our leading Wisconsin wholesalers. Gregg Wilke of Karthaus & Sons will lead the conversation. Other panelists will include Anthony Rojahn of Rojahn Malaney & Company, Matt Reep from Bill Doran in Green Bay, Seth Fochs from Krueger Wholesale Florist, Trista Bauer, Kennicott Milwaukee and Pat Galligher from DWF Milwaukee. Gregg will also take questions and answers from the audience.



Don't miss any of these exciting sessions or exhibitions! Register to attend online today at www.wumfa.org

MAIN STAGE DESIGN SHOW

Pulse...Exploring the Rhythm in Floral Design

Presented by Tim Farrell AAF, AIFD, PFCI

Sponsored by Teleflora

Date: Sunday, April 11, 2021 • Time: 11:30 a.m.-12:30 p.m.

Location: Wolf

teleflora.

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, PFCI

Sponsored by WFF

Date: Sunday, April 11, 2021 • Time: 2:45 p.m.-3:45 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.



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2021 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 3:15 p.m., Saturday, April 10, for the on stage surprise package design run off beginning at 3:30 p.m., ending at 4:30 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 2021 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 an asymmetrical 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.



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

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!

Sponsored by



Plan now to attend the WUMFA 2021 GAME SHOW floral



WUMFA members and friends will gather in Green Bay, Wisconsin, April 9-11, 2021, 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, April 9

6:00 p.m.-8:00 p.m.

Reception & Shopping

Saturday, April 10

7:30 a.m.-6:00 p.m.

- (Includes 2 hours Tradeshow Shopping Only Time - No Other Scheduled Events)

Sunday, April 11

7:30 a.m.-2:30 p.m.

- (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@greatlakesflorallassociation.org. Download your 2021 Exhibitor Kit here: <https://www.wumfa.org/wumfa-annual-convention/>

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2021 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, APRIL 9, 2021

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 Julia Schmitt Sponsored by WFF	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 to get in)	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 to get in)	Wolf

SATURDAY, APRIL 10, 2021

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.-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
10:00 a.m.-11:00 a.m.	Social Media Business Session Untangling the Web Elly Heuring (Cumulus Media) Sponsored by Brilliant Blooms	Wolf
11:00 a.m.-12:30 p.m.	*Hands-On Workshop Don't Leave Your Points on the Table Mike Hollenbeck Sponsored by Floral Artistry	Huron
11:00 a.m.-6:00 p.m.	Raffle Open	Turtle/Bear/Wolf
11:30 a.m.-12:30 p.m.	Main Stage Design Show Design in Designs Randy Wooten Sponsored by FTD	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 Panel Retailers "State of the Industry" Tami Gasch (Brilliant Blooms) Commentator; Nichole Campbell (Petal Pushers), Debbie Freeberg (Bev's Floral), Rhonda Deaver (Snapdragon), Diane Schulte (Metcalfe)	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 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, Tuscarora, Oneida, and Cayuga Rooms)	Grand Council South
7:00 p.m.-10:00 p.m.	Awards Banquet (Grand Council, Tuscarora, Oneida, and Cayuga Rooms)	Grand Council South

SUNDAY, APRIL 11, 2021

7:30 a.m.-4:30 p.m.	Registration Desk/Book Fair 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.-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 Floral Artistry	Huron
8:30 a.m.-9:30 a.m.	Main Stage Design Show Surviving Creativity: Finding Fulfillment Laura Daluga Sponsored by WFF	Wolf
10:00 a.m.-11:00 a.m.	Business Session Panel Wholesaler "State of the Industry"	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 (Grand Council, Tuscarora, Oneida, and Cayuga Rooms)	Grand Council South
1:30 p.m.-3:45 p.m.	Raffle Open	Turtle/Wolf/Bear
1:45 p.m.-2:45 p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:45 p.m.-3:45 p.m.	Main Stage Design Show Remember When... Floral Art Presentation Julia Schmitt Sponsored by WFF	Wolf
3:45 p.m.-4:15 p.m.	Silent Auction	Wolf
3:45 p.m.	Auction/Raffle Winners Available	Turtle/Bear/Wolf





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

Reservation must be made by 3/18/21 to insure the group rate. Room rate includes breakfast.

Cardholder Signature

City/State/Zip

Register Online at www.wumfa.org or Mail to WUMFA, P.O. Box 67, Haslett, MI 48840. If you want to fax please call (517) 253-7730 for faxing instructions.