

2023 WUMFA CONVENTION

RADISSON HOTEL & CONFERENCE CENTER GREEN BAY, WI
MARCH 17-19, 2023

2023 WUMFA Convention

BY JOE WHITEHOUSE - EVERGREEN FLORIST, APPLETON, WI

It's time once again to look forward to the Wisconsin & Upper Michigan Floral Association's annual convention! While March in the Great Lakes means weeks of gray weather for most, florists can look forward to a weekend of education, networking, and floral fun. This year's theme, a playful take on Shakespeare's *A Midsummer Night's Dream*, plans to transport attendees to a magical world where everyone else is just as passionate about flowers as you are!

As always, this year's schedule features plenty of fantastic opportunities to learn about the newest floral trends and techniques with hands-on workshops and presentations from high-caliber floral professionals like Derek Woodruff AAF, AIFD, CFD, CF, PFCI, Deborah De La Flor AIFD, PFCI, Garrett Skupinski CF, John Hosek AIFD,CF, CFD, PFCI, Patience Pickner AIFD,CFD, PFCI, SDCF, Jackie Lacey AAF, AIFD, CF, PFCI, Ace Berry AIFD, CFD, PFCI, TMF, and Doug Jaeger CF. In addition to covering the newest design trends, there will also be plenty of business sessions to help demystify the financial side of things and take your shop to the next level.

The Trade Show will be available to peruse between workshops and presentations - a perfect opportunity to fawn over the beautiful product offered by our wonderful wholesale partners and sponsors! This year will also feature our Live Auction on Sunday afternoon, back by popular demand. This fast-paced event at the



end of the weekend is your chance to bid on the product we're all eyeing at wondrous prices. If you're not one to go for the annual Raffle or Silent Auction, be sure to participate in this exciting opportunity!

Just be sure to be at the main stage in time for everyone's favorite live sports event: The Wisconsin Professional Designer of the Year Final Competition. 2023 will also see the return of our Floral Feud competition, which puts florist against florist in a Family Feud-style game of wits - a great way to bond, network, and just have fun with your floral friends and colleagues!

As you can see, this March is sure to bring plenty of opportunities to bring yourself to the next level as an artist and business owner. So don't let the gray skies and rainy days get you down - let yourself be whisked away by the fairies to the magical land of WUMFA's Annual Convention and find out just how much magic can be made with your floral friends. *

THANK YOU TO OUR 2023 WUMFA CONVENTION SPONSORS!

Please join us as we acknowledge and thank all the wonderful sponsors who have supported our 2023 convention through financial, product, and service contributions. Please show your support by visiting with them during the Trade Show, attending the program they have sponsored, and purchasing their products and services.

Annual Convention Sponsors





WUMFA CONVENTION 2023

WUMFA 2023 TRADE SHOW



One of the highlights of each WUMFA convention is the fabulous Trade Show where attendees mix and mingle with wholesalers and suppliers. "A Midnight Summer Dream" starts on Friday evening with the opening reception hosted in the Trade Show area. Plan to bring your shopping lists and take advantage of meeting with our great sponsors and exhibitors!

Trade Show Hours

**FRIDAY,
MARCH 17**
6:00 p.m. - 8:00 p.m.

**SATURDAY,
MARCH 18**
9:00 a.m. - 5:15 p.m.

**SUNDAY,
MARCH 19**
10:00 a.m. - 2:30 p.m.



EXHIBITORS / SUPPLIERS

YOUR CUSTOMERS WILL BE HERE... WILL YOU?

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 "A Midnight Summer Dream" you not only reach potential customers, you advance our industry by providing education. The weekend includes 2 hours Friday, 1 hour Saturday, and 1.5 hours Sunday of non-conflicting trade show shopping time!

For more details contact Rod at (517)253-7730 or email rod@greatlakesflorallassociation.org

To download your 2023 exhibitors kit visit <https://www.wumfa.org/wumfa-annual-convention/>

SATURDAY MARCH 18, 2023



WUMFA BANQUET: A MIDNIGHT SUMMERS DREAM

Get ready to make some New Friends and learn some new info as we play Bingo/Scavenger Hunt at the Cocktail Event before the Spellbinding Annual Banquet begins.

Join us for an evening in the enchanted forest as we dine, celebrate the year, and recognize our design contest winners and outstanding WUMFA members.

SPONSORED BY: CalFlowers

6:00 p.m. - 7:00 p.m.
Networking reception



7:00 p.m. - 10:00 p.m.
Dinner and Awards banquet - Wolf Room

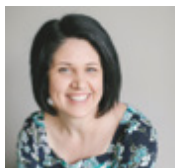
10:00p - 11:30p
After Glow - Wolf Room

Additional fees apply





WUMFA CONVENTION 2023 DESIGN & BUSINESS PRESENTERS



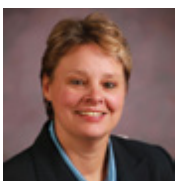
LISA BELISLE AIFD, CF, CFD

Lisa is the owner and instructor at Flora Elements Education and Design in Delafield, WI. 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. She currently serves as design contest chair of the Wisconsin & Upper Michigan Florists Association. Lisa is also the drive behind the FFA workshops..



ACE BERRY AIFD, CFD, PFCI, TMF

Owner of Fulshear Floral Design in Fulshear, TX, Ace has become a very recognizable face in floral design after becoming the first runner-up in HBOmax's *Full Bloom*. With his signature style of vibrant colors and an uplifting attitude, it's easy to see that Ace has found his true passion.



TARA CARR

Tara is an entrepreneur, educator, and consultant with subject matter expertise in leadership/management, business operations/strategy and creating business plans. Over the past twenty years of restaurant entrepreneurship, management, and strategic leadership roles, she brings a wealth of experience and insight into the business development community and in the classroom.



DEBORAH DE LA FLOR AIFD, CFD, PFCI

Deborah's talent, innovative style, and passion for flowers have made her a world-renowned floral designer. For more than 30 years, she has traveled the world, sharing her love for the floral industry through design presentations, seminars, competitions, and commentary.



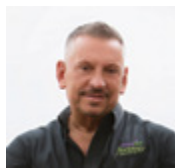
JOHN HOSEK AIFD, CF, CFD, CAFA, PFCI,

John is the owner of Surroundings Events and Floral, and is known for his innovative and original style of work and ability to think on his feet. John's forward-thinking design talents have placed him on top in numerous competitions. A member of Teleflora's prestigious team of Education Specialists John has also worked on the Fitz Design and Accent Decor design team leading hands-on classes and educational programs.



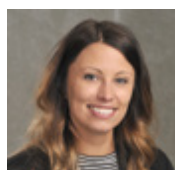
DOUG JAEGER CF

Doug Jaeger is the owner of his freelance business, Everlasting Flowers and Gifts in Wauwatosa, WI. A Certified Florist (CF), one of the first in the State of Wisconsin, Doug is a member of WUMFA and currently serves on the Education Committee and is a past Board member. He is also a member of the National Garden Clubs, Wisconsin Garden Club Federation, Elm Grove Garden Club, and The Floral Designers of Wisconsin Garden Club. Outside of flowers, Doug's passion is volunteering. He has provided consultant services for the Pabst Mansion holiday decorating.



JACKIE LACEY AAF, AIFD, CFD, PFCI

Jackie has over thirty-five years of experience in the retail floral market and floral education field. His portfolio includes an extensive background in the retail floral market and wedding/event design experience. His current position as Director of Education and Industry Relations and Senior Design Team Specialist with Floriology, BloomNet, and Napco keep him on top of market trends, current design trends, industry education, and retail marketing.



KARLEY MUSIL

Karley has been a Financial Advisor with Edward Jones, since 2019. Prior to her career with Edward Jones, Karley worked most of her adult life in consumer banking and lending and also held a position in advertising for a few years before returning to the financial services industry.



PATIENCE PICKNER AIFD, CFD, PFCI, SDCF

Patience is cofounder of Inspired Design, a design team that spreads their love and passion for floral art across the country, through their website, stage programs, retreats, and hands-on classes.



GARRETT SKUPINSKI CF

Garrett is an internationally recognized designer as a Floral Fundamentals Ambassador along with winning many design awards internationally with Team USA and individually. His love for experimental design styles, unique large-scale displays, and international design techniques are evident in his work. Garrett's passion for floral education and design has taken him throughout the United States, Canada, and multiple countries in Europe learning.



DANIEL WIETING

Daniel W. Wieting is a third-generation licensed funeral director & embalmer in the state of Wisconsin and has held a Wisconsin Funeral Director license since 2001. He is dedicated and passionate about serving each family with dignity and respect. Daniel and his wife Jamie own and operate, Wieting Family Funeral Home, in Chilton, WI.



DEREK WOODRUFF AAF, AIFD, CF, CFD, PFCI

In the industry since age 16, Derek is the owner of Floral Underground in Traverse City, MI. A captivating speaker specializing in "today's consumer" Derek shares his knowledge as part of the Syndicate Sales design team and through various social media channels.



WUMFA CONVENTION 2023 ALL DAY & SPECIAL EVENTS

FRIDAY, MARCH 17, 2023

ALL DAY HANDS - ON WORKSHOP FINDING THE OASIS IN SYMPATHY

Learn fundamental design techniques for increasing profits with your sympathy floral designs. Ace will teach you ways to become that "go-to" flower shop for sympathy work. In this class, you will create a casket spray, an easel, flowers for a cremation urn, and more!

WHAT TO BRING TO THE WORKSHOP:

Basic design tools: knife, scissors, wire cutters, pruner.

SPONSORED BY: Smithers Oasis & Wisconsin Floral Foundation

PRESENTED BY:

Ace Berry AIFD, CFD, PFCI, TMF



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

Huron Room

Additional fee applies



FREE GOLDEN SUMMONS TICKET PASS FRIDAY, MARCH 17 • 6:00 P.M. - 9:00 P.M.

The Golden Summons Pass is a special complimentary pass that gives you access to the VIP Tour and to the Floral Feud Main Stage opening event happening Friday evening. You do not have to be a member of WUMFA to participate. All those considering attending the WUMFA convention are welcome. Visit <https://www.wumfa.org/wumfa-annual-convention> to download and print a copy of your FREE Golden Summons Pass or email request to info@wumfa.org



OPENING MAIN STAGE EVENT: FLORAL FEUD... AS SEEN ON TV

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 for all to attend.



Friday, March 17
8:00 p.m. to 9:00 p.m.

Wolf Room





WUMFA CONVENTION 2023

SESSION DETAILS

COLOR KEY:

Business Sessions (Green)
Hands-On Classes (Blue)

Main Stage Design Shows (Pink)
Trade Show – (Purple)

***Additional Fee Applies**

SATURDAY, MARCH 18, 2023

*Hands-On Workshop: Terrariums: Evolving from Trend to Lifestyle

Presented by: Derek Woodruff AAF, AIFD, CF, CFD, PFCI

Sponsored by: Syndicate Sales

8:00 a.m. to 10:00 a.m. • Huron Room



Terrariums are a great way to engage your customers. In this hands-on workshop, you'll learn about each kind of terrarium system, how to plant them properly and how to care for them with long-term success. You'll also craft your own terrarium to take home, including your very own set of terrarium tools! Bring your tools.

Business Session: "What can the SBDC do for you?"

Presenter: Tara Carr • Sponsored by:

Small Business Development Center

at University of Wisconsin Green Bay

10:15 a.m. to 11:15 a.m. • Wolf Room



Learn how the Wisconsin Small Business Development Center can help you manage your successful company through no-cost confidential consulting and business education to assist with startup planning, financing, sales/marketing, new products/services/markets, financial management, and operations. Whether you are starting a new business or expanding your existing one, the SBDC has programs and resources available.

Main Stage Design Show: American Floral Trends™ – Forward Thinking Insights

Presenter: Deborah De La Flor AIFD, CFD, PFCI

Sponsored by: FTD

12:00 p.m. to 1:00 p.m. • Wolf Room



American Floral Trends is your inspiration portal to the top four color palettes, design elements, and styles anticipated to be popular with consumers in the upcoming year. Join FTD Education Consultant Deborah De La Flor as she demonstrates floral design applications from each of the four trends, along with tips for merchandising. Under the guidance of Creative Director J. Keith White AIFD, the trend report is a collaborative project from the nation's leading designers, educators, product developers, and influencers.



*Hands-On Workshop: Tips and Tricks for Wedding Bouquets

Presenter: John Hosek AIFD, CF, CFD, PFCI

Sponsored by: Teleflora

1:30 p.m. to 3:30 p.m. • Huron Room



With trends in wedding design showing the generational desire to call their own shots, it can be challenging to stay current with the styles of today. Adding creative flair can take a traditional style to the next level or manipulating that same style can add a touch of today's flair that today's brides are looking for. John will teach you the mechanics and show you how to create bridal bouquets that will insure your clients' expectations are met and exceeded time after time! Bring Your Tools.

Business Session: Retirement by Design

Presented by: Karley Musil • Sponsored by: Edward Jones

1:30 p.m. to 2:30 p.m. • Wolf Room



Retirement by Design illustrates how you can help translate one's vision for retirement into tangible goals. Whether you're 10 or 40 years from retirement, you will learn investment strategies to help design the retirement you want. Discuss how you can add flexibility to your strategy to help handle unexpected events and how you can keep your strategy on track.

Main Stage Design Show: Welcome to My Enchanted Forest

Presented by: Garrett Skupinski CF •

Sponsored by: Floral Today • 3:00 p.m. to 4:00 p.m. • Wolf Room



Plant scaping and designs with attention to the up-sales such as containers, accessories, display etc. Themed around plant designs that could be placed in the palace, forest, and the wedding from the poem. Sellable, marketable designs featuring plants for any occasion.

Main Stage Design Show: Professional Division Designer of the Year Run Off

Presented by: Lisa Belisle AIFD, CF, CFD

Sponsored by: WFF & Cal Flowers

4:30 p.m. to 5:15 p.m. • Wolf Room



Watch this exciting competition where the top three floral designers from the professional division compete head-to-head. The designer who gets the most people's choice votes wins \$300 and the title of 2023 WUMFA Professional Designer of the Year. Also at the same time, on stage will be the top three floral designers from the Student Divisions, who will compete head-to-head. The designer who gets the most people's choice votes wins \$200.00 and the title of 2023 WUMFA Student Designer of the Year.



WUMFA CONVENTION 2023 SESSION DETAILS

SUNDAY, MARCH 19, 2023

***Hands-On Workshop: Everyday Profitable Designs**

Presenter: Doug Jaeger CF

Sponsored by: WFF

8:00 a.m. to 10:00 a.m. • Huron Room

In this class you will create two unique different designs. Doug will show you how to make everyday arrangements, which will incorporate the principals and elements of design. He will teach you new techniques that will challenge your creativity and grow your bottom line!

***Bring your tools**



Business Session: Q & A with the Funeral Director

Presented by: Daniel Wieting

Sponsored by: Wieting Family Funeral Home

8:30 a.m. to 9:30 a.m. • Wolf Room

Join Daniel Wieting, from Wieting Family Funeral Home, for an interactive discussion about the current state of the funeral industry. Bring your questions!



Main Stage Design Show: Wedding Bouquets with Wow!

Presented by: John Hosek AIFD, CF, CFD, PFCI

Sponsored by: Teleflora

10:00 a.m. to 11:00 a.m. • Wolf Room

Designing distinctive floral bouquets that reflect the couple's personalities can truly create the mood for a stylish celebration. Each couple wants to be unique and have a special wedding with flowers being one of the special parts of their celebration. John will show you how to create that bridal bouquet "Wow" which will insure your clients' expectations are met and exceeded time after time!



Luncheon

Sponsored by: CalFlowers

11:30 a.m. to 12:30 p.m. • Wolf Room

Join your fellow convention attendees for the annual luncheon meeting. You'll be introduced to the WUMFA Board of Directors, presented with the 2023 Board of Directors Election results and the review the 2022 Treasurers Report while enjoying a plated lunch.



Main Stage Design Show: Sustainable is Attainable. And it can save you money!

Presented by: Jackie Lacey AAF, AIFD, CFD, PFCI & Derek Woodruff AAF, AIFD, CF, CFD, PFCI



Sponsored by: Syndicate Sales and Floriology Powered by BloomNet

12:45 p.m. to 1:45 p.m. • Location: Wolf Room

Sustainability. Its very definition – "the ability to be maintained at a certain rate or level" – is something every business strives for in growth or productivity. In retail, we want the same thing – to be here for a very long time! Let us show you some ways to make your business more sustainable and a little more profitable by saving you dollars and the planet at the same time!

Main Stage Design Show: Romantic Meets Modern

Presented by: Patience Pickner AIFD, CFD, PFCI, SDCF



Sponsored by: Kennicott Brothers Company & WFF

2:30 p.m. to 3:30 p.m. • Wolf Room

A blend of two design styles. Romantic, earthy, and organic meets architectural, modern, and Tropical Nuevo. Join us as we create some of our favorite wedding designs, plus showcase some of our favorite wedding trends for 2023!



2023 WUMFA Design Contest

This is no dream, this year the design contest prizes have increased, and we want you to put in double the effort, and creativity, and let your imagination go wild! This contest is an opportunity to learn and evolve as a designer. This year as we focus on Mid-Summer Night's theme, you will apply your skillset to show current and future trends.

SPONSORED BY :



MARCH 17 - 19, 2023
Radisson Hotel & Conference
Center, Green Bay, WI

Student Division (High School Level)

Theme: European Hand Tie

You will design a European hand tie with a garden theme. You must use the spiral technique and have a focal emphasis.

College/Trade School/Novice Division

Theme: Living Garden

Create a living garden for a client that lost their friend who was a Shakespearean lover and enjoyed reading and writing their own short stories.

Professional Division

Theme 1: Shakespearean Wreath Create an adult fresh floral and foliage head wreath fitting for the Shakspearian time of the 1590's.

Theme 2: Dress the Table Create a centerpiece befitting of a Shakespearean moonlit garden party.

Academy Division

Theme: Publishing Party

One of your favorite clients just published a book and they are celebrating with a huge party. They would like you to design an 8' harvest table that shows off the book nerd they have always been.

PRIZES FOR ALL CATEGORIES AND THEMES:

FIRST PLACE: \$225, Ribbon, and Certificate

SECOND PLACE: \$150, Ribbon, and Certificate

THIRD PLACE: \$100, Ribbon, and Certificate

PROFESSIONAL DIVISION DESIGNER OF THE YEAR: \$300.00

STUDENT DIVISION DESIGNER OF THE YEAR: \$200.00

ACADEMY: \$500.00 and Certificate



Download contest packet at <https://www.wumfa.org/wumfa-annual-convention>

For questions contact Lisa Belisle AIFD, at (262) 337-9006 or email: Lisa@floraelements.com.

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

WUMFA CONVENTION 2022

SCHEDULE AT A GLANCE

COLOR KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows (Pink)

Trade Show – (Purple)

***Additional fee applies**

FRIDAY, MARCH 17, 2023

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: Finding the Oasis in Sympath, Presented by Ace Berry Sponsored by Smithers Oasis & WFF	Huron
4:30 p.m.	Backstage Pass, Open to All Florists	Registration Desk
6:00 p.m. - 8:00 p.m.	Trade Show Reception Open to Members and Non-Members Friday evening only, Open to all florists	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 18, 2023

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:00 a.m. - 5:15 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m. - 10:30 a.m.	Design Contest Registration Sponsored by: Cal Flowers and WFF	Entrance Three Clans Ballroom
8:00 a.m. - 10:00 a.m.	*Hands-On Workshop: Terrariums: Evolving from Trend to Lifestyle, Presented by: Derek Woodruff Sponsor: Syndicate Sales	Huron
10:15 a.m. - 11:15 a.m.	Business Session "What can the SBDC do for you?", Presenter: Tara Carr Sponsored by: Small Business Development Center at University of Wisconsin Green Bay	Wolf
11:15 a.m. - 12:00 a.m.	Trade Show Only Shopping Time	Turtle/Bear
11:00 a.m. - 6:00 p.m.	Raffle Open	Turtle/Bear/Wolf
12:00 p.m. - 1:00 p.m.	Main Stage Design Show: American Flora Trends – Forward Thinking Insights, Presented by: Deborah De LaFlor Sponsored by: FTD	Wolf
1:00 p.m. - 1:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
1:30 p.m. - 3:30 p.m.	*Hands-On Workshop: Tips and Tricks for Wedding Bouquets, Presented by: John Hosek Sponsored by Teleflora	Huron
1:30p.m. - 2:30 p.m.	Business Session: Retirement by Design Presented by: Karley Musil, Sponsored by Edward Jones	Wolf
2:00 p.m. - 6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
2:30 p.m. - 3:00 p.m.	Trade Show Only Shopping Time	Turtle/Bear
3:00 p.m. - 4:00 p.m.	Main Stage Design Show: Welcome to My Enchanted Forest , Presented by: Garrett Skupinski Sponsored by: Floral Today	Wolf
4:30 p.m. - 5:15 p.m.	Main Stage Design Show: Professional Division Designer of the Year Run Off, Commentated by Lisa Belisle Sponsored by WFF	Wolf
6:00 p.m. - 7:00 p.m.	Networking, reception	Wolf
7:00 p.m. - 10:00 p.m.	*Awards Banquet	Wolf

SUNDAY, MARCH 19, 2023

7:30 a.m. - 4:00 p.m.	Registration Desk	Entrance Three Clans Ballroom
8:00 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
10:00 a.m. - 11:30 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m. - 10:00 a.m.	*Hands-On Workshop: Everyday Profitable Designs, Presented by Doug Jaeger Sponsored by: WFF	Huron
8:30 a.m. - 9:30 a.m.	Business Session: Q&A with the Funeral Director, Presented by: Daniel Wieting, Sponsored by Wieting Family Funeral Home	Wolf
9:30a.m. - 10:00 a.m.	Trade Show Only Shopping Time	Turtle/Bear
10:00 a.m. - 11:00 am.	Main Stage Design Show: Wedding Bouquets with Wow!, Presented by: John Hosek Sponsored by: Teleflora	Wolf
8:00 a.m. - 11:30 p.m.	Raffle Open	Turtle/Bear/Wolf
11:30 p.m. - 12:30 p.m.	Annual Meeting, Lunch Served.	Wolf
12:30 p.m.-3:30 p.m.	Raffle Open	Turtle/Bear
12:30 p.m. - 2:30p.m.	Trade Show Open	Turtle/Bear
12:45 p.m. - 1:45 p.m.	Main Stage Design Show: "Sustainable is Attainable" and it can save you money! Derek Woodruff and Jackie Lacey Sponsored by: BloomNet	Wolf
1:45 p.m. - 2:30p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Romantic Meets Modern Presented by: Patience Pickner Sponsored by: Kennicott Brothers Company & WFF	Wolf
3:30 p.m. - 4:00 p.m.	Live Auction	Wolf
3:30 p.m.	Silent Auction/Raffle Winners Available	Turtle/Bear



WUMFA 2023 Annual Convention Registration Form

March 17-19, 2023 • Radisson Hotel and Conference Center • 2040 Airport Dr. • Green Bay, WI 54313

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

REGISTER ONLINE AT www.wumfa.org

Mail to WUMFA, P.O. Box 67, Haslett, MI 48840. If you want to fax please call
(517) 253-7730 for faxing instructions.

*(Does not include any optional events)

Best Buy

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 3/1/23 to receive a refund less a \$15 processing fee. No-shows and cancellations received after 3/1/23 will not be refunded.	Saturday Only* Includes Entrance to Exhibits, Main Stage, and Business Sessions	Saturday Only* – Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Sunday Only* Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sunday Only* – Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass* Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Student* 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	Sat/Sun Weekend Value Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Optional Events									
									Friday	Saturday		Sunday						
Member Early, before 3/1/23	\$60	\$20	\$79	\$30	\$99	\$50	\$149	\$100	All-Day Hands-On Workshop: Finding the Oasis in Sympathy	Hands on Workshop: Terrariums: Evolving from Trend to Lifestyle	Hands on Workshop: Tips and Tricks for Wedding Bouquets	Banquet \$70 at the Door, Table for Eight \$390	Hands on Workshop: Everyday Profitable Designs	WUMFA Design Contest Circle Themes to Enter 1 2 \$10 Preregister Each Theme or \$15 Each at Door	TOTAL ALL EVENTS			
Member After 3/1/23	\$75	\$20	\$94	\$30	\$125	\$50	\$175	\$100								\$275	\$99	\$99
Non-Member Early, before 3/1/23	\$90	\$30	\$119	\$45	\$149	\$75	\$199	\$125	\$375	\$149	\$149		\$149					
Non-Member After 3/1/23	\$105	\$30	\$134	\$45	\$175	\$75	\$225	\$125										
1.																		
2.																		
3.																		
4.																		
The WUMFA team is making every effort to keep our attendees safe. If you are not feeling well, or have had a recent exposure to COVID, please do not attend the event. We are recommending attendees follow CDC guidelines during the event.															REGISTRATION TOTAL			

HOTEL INFORMATION

Room Rate: \$109.00 plus tax.
Book online here: <https://www.wumfa.org/wumfa-annual-convention/> or call direct at: (920) 494-7300
Reservation must be made by 2/23/23 to insure the group rate.

PAYMENT

Cardholder Name (please print) _____
Card Number _____
Billing Address _____
Cardholder Signature _____
City/State/Zip _____
Exp. Date _____
CSC _____

REGISTER ONLINE AT www.wumfa.org