



2024 WUMFA CONVENTION

MARCH 15-17, 2024

Let's Get Groovy!

I am so excited about all things "Flower Power" as it relates to this year's WUMFA annual convention.

As you're aware, research shows that flowers make people happy; they lift your spirits, reduce stress, and provide a sense of calm. I think our convention does the same things for our members! For three days, we surround ourselves with beautiful flowers, learn new things, expand our business knowledge, network with friends new and old, and just take a moment to chill!

So, here's the skinny on what you'll find at Flower Power, held March 15-17, 2024 at the **Oneida Hotel** and Conference Center in Green Bay.

Friday kicks off with a day of learning. Alan Masters will lead an all-day, hands-on workshop focused on all things wedding, "Down the Aisle with Style". We are trying something new this year with an all-day business session featuring Derrick Myers! Derrick's session "Working Smarter...A Full Day's Journey Will Help You Map Success in 2024" will help you work smarter and create a road map to a successful, profitable business. The trade show opens at 6 pm with a cheese and cracker happy hour with a cash bar. We'll wrap up the night with fun and games including a new and improved game of Floral Feud!

Saturday will be fly, as the design contest registration opens, and hands-on workshops with Jackie Lacey and Ace Berry covering midnight foam designs and multigenerational designs respectively. Sharpen your business acumen by asking all your insurance questions with an interactive session

sponsored by Jamie and Chris Lukes from Rural Insurance, and Kelsey Thompson will teach you how you can use Artificial Intelligence to save time and make your job easier. Jacob McCall will bring his stage show to life by weaving in how to use color to tap into emotions, while Tim Farrell will have us ready to party like it's \$19.99 to \$1999. And who will be crowned the Design Contest winner? You'll need to stick around to find out. The evening will wrap up with our awards banquet where we will recognize amazing people and businesses in our membership.

Sunday should not be an overlooked opportunity though, as there are so many more opportunities to learn! The day kicks off with a hands-on branding opportunity with Derek Woodruff, or a digital marketing business session presented by Taylor Miller. Jackie Lacey will present Maintain to Sustain, followed by a show with Derek showing us how to Find your Floral Brand, and Ace Berry will wrap up our stage shows with "If It Don't Make Dollars, It Don't Make Sense!"

All weekend long you'll have the opportunity to network and shop with tradeshow vendors, as well as support the Wisconsin Florist Foundation and WUMFA's scholarship fund with raffles and a live auction.

So do me a solid, and mark your calendars for March 15-17 as busy!

Catch ya on the flip side!

Tami Gasch
2024 Convention Chair



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www.wumfa.org

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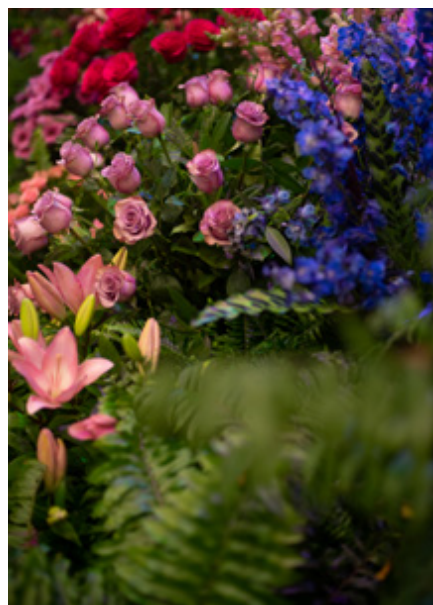
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WUMFA CONVENTION 2024 SPECIAL EVENTS

WUMFA 2024 TRADE SHOW



One of the highlights of each WUMFA convention is the fabulous Trade Show where attendees mix and mingle with wholesalers and suppliers. "Flower Power" starts on Friday evening from 6:00pm – 8:00pm with the opening reception in the Trade Show area featuring cheese and crackers and a cash bar. The trade show reopens on Saturday from 9:00am – 5:15pm and then again on Sunday from 10:00am – 2:30pm. The show is closed on Sunday from 11:30am – 12:30pm for the annual luncheon. Bring your shopping list to take advantage of all the show specials. You'll not only be able to meet new vendors but solidify relationships with existing ones.



EXHIBITORS IF YOU HAVEN'T ALREADY SIGNED UP FOR A BOOTH DO SO 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 "Flower Power" you not only reach potential customers, you advance our industry by providing education. You can download an exhibitor packet or register to exhibit online at www.wumfa.org (Annual Convention Tab) or call Rod at (517) 253-7730.

SATURDAY MARCH 16, 2024



WUMFA FLOWER POWER RECOGNITION BANQUET "LET'S GET GROOVY!"

Let's Get Groovy! Deck yourself out in your best 70s apparel as we recognize our award winners, play some trivia and party the night away!

SPONSORED BY: CalFlowers



Location: Wolf Room

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

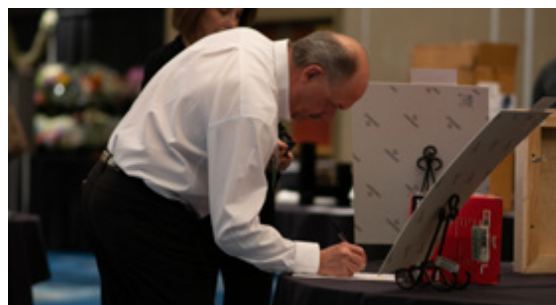
Networking reception

(Games, Cheese & Crackers w/cash bar)

7:00 p.m. - 10:00 p.m.

SILENT AUCTION / RAFFLE

Each year the WUMFA Raffle and Silent Auction are one of the highlights of convention. Members solicit donations and service. Some items are placed in the raffle while others are put into the Silent Auction. The more raffle tickets you buy the better your odds of winning that tool, tickets, or trinket. All proceeds go to benefit WUMFA scholarships. Visit www.wumfa.org (Annual Convention Tab) to download a Raffle/Silent Auction donation form and help to make this the best fund raiser yet.





WUMFA CONVENTION 2024 PRESENTERS & SPONSORS



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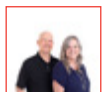
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DEREK WOODRUFF AAF, AIFD, CF,
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CHRIS AND JAMIE LUKE

Read full bios at www.wumfa.org

THANK YOU TO OUR 2024 WUMFA CONVENTION SPONSORS!

Thank you to our Annual Convention sponsors who make this convention possible and keep attending affordable for the attendees!





WUMFA CONVENTION 2024 ALL DAY & SPECIAL EVENTS

FRIDAY, MARCH 15, 2024

*BUSINESS SESSION: WORKING SMARTER...A FULL DAY'S JOURNEY WILL HELP YOU MAP SUCCESS IN 2024

NEW!

This all-day business session will give you to tools and inspiration you need to keep your business growing and profitable in the years to come.

The Day begins by exploring the topic of: "Turning Flowers into Dollars"

Delve into the "dark side" of the floral business.... The numbers! We start by examining financials statements, their structure, and how they should be setup to provide the reader with the most information. Then learn how to analyze your shop to determine what areas of your business need improvement. We'll look at sales, costs of goods sold, payroll, marketing, wire business, delivery costs, etc. You will learn proven strategies to increase your profits. Derrick Myers of Crockett Myers & Associates, Inc. will lead you on your journey to "Turn Flowers into Dollars".

Next you will venture into: "The Dream Florist"

Every florist dreams of the perfect flower shop. In this session you will learn management techniques that can get you and your employees all working towards the same vision. Learn to set goals for yourself and your staff that can make your dreams a reality. In this session we go through an interactive journey and define the "perfect flower shop" for each attendee. Through visualization (nothing hokey) we walk through the front door of

SPONSORED BY: Crockett, Myers & Associates

PRESENTED BY:
Derrick Myers CPA, CFP



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

*Additional fee applies.

our "Dream Shop" and create it as we continue, in our minds eye, from the front door through the showroom, design room, offices, and out the back through the delivery area. Each participant will then have a clear direction of where they wish to go with their flower shop (multi-store, event only, etc.) and the results of this clarity are nothing short of amazing.

Your adventure will end with the solid lessons focusing on: "Pricing for Profits"

Controlling cost of goods sold is one of the most difficult jobs of the florist. Florist that purchase their flowers properly, don't allow their designers to over stuff, and properly price their arrangements usually hit their target cost of goods sold percentage. In this session we will look at some of the most common pricing strategies and analyze their effectiveness.

As you can see, this day will be an amazing journey that you and your key staff members will not want to miss out on. Don't miss this chance to spend the day with Derrick Myers, one of our industries smartest men. You won't be sorry; you'll leave invigorated and with the tools you'll need to make 2024 your most successful year yet!

*HANDS ON: "DOWN THE AISLE WITH STYLE"

Learn new tricks and techniques that will leave your brides in awe and speechless over your style. Take your bouquets from ordinary to jaw dropping, your body flowers from mundane to pizzazz. Leave with knowledge that will take your business to the next level and your profits up a notch or two.

* Additional Fees Apply, Bring Your Tools.

Friday, March 17 • 9:30am – 4:30pm

Presented by: Alan Masters AIFD, CFD, PFCI

Sponsored by: Wisconsin Florist Foundation

Location: Huron



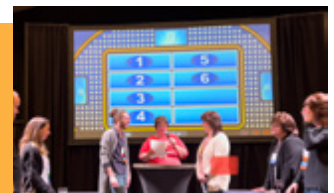
FLORAL FEUD... AS SEEN ON TV

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 2024

SESSION DETAILS

COLOR KEY:

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

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

***Additional Fee Applies**

SATURDAY, MARCH 16, 2024

*Hands on: Midnight Foam is in the "Know"

8:00am – 10:00am

Presented by: Jackie Lacey AAF, AIFD, CFD, PFCI
Sponsored by: BloomNet • Location: Huron

If you know more about how to use Midnight foam, you will become much more comfortable with its versatility. Jackie Lacey AAF, AIFD, CFD, PFCI is an expert at incorporating midnight foam into event design. Join him while he shares great tips on using midnight foam exposed for clean, updated, and modern designs. Smither's great new "Know" foam campaign will help settle your mind as you "Know" more about all types of foam products as we enter into the world of sustainability.

*** Additional Fees Apply, Bring Your Tools.**

Business Session: "Using your Financial Statements to Make More Money"

9:00am – 10:00am

Presented by: Derrick Myers CPA, CFP

Sponsored by: Crockett, Myers & Associates • Location: Wolf
Business owners should have access to regular "financial statements" which include a Balance Sheet, an Income Statement and a Cash Flow Statement. Learn how to read, understand, and use these statements to focus your energy, reduce cost, improve cash flow and make more money without increasing your sales.

Business Session: Insurance Coverage Q & A

10:15am – 11:15am

Presented by: Jamie and Chris Lukes

Sponsored by: Rural Mutual Insurance • Location: Wolf
Join Jamie & Chris as they host an interactive session regarding insurance coverage for your business. Their client base includes local floral businesses, and they are willing to share what they have learned along the way so you can best protect your business interests. So bring your questions!

Main Stage Design Show: Chromatic Alchemy: A Journey into the Emotional Tapestry of Color

12:00pm – 1:00pm

Presented by: Jacob McCall AAF, AIFD, CFD, FSMC

Sponsored by: FTD

Location: Wolf

Explore the captivating realm of color with Jacob as he takes you on a transformative journey through his unique perspective. Delve into the essence of color and its profound impact on emotions and perceptions as Jacob unveils the magic of clever color combinations. Witness the spectrum's power to effortlessly shape your mood, tone, and even

demeanor, inviting you to experience a world where colors transcend mere visual aesthetics and become potent expressions of emotion and energy.

*Hands on: "Petals Across the Ages: The Art of Multigenerational Floral Arrangements"

1:30pm – 3:30pm

Presented by: Ace Berry AIFD, CFD

Sponsored by: Flower Shop Network • Location: Huron

"Petals Across the Ages: The Art of Multigenerational Floral Arrangements" is a captivating exploration into the world of floristry, where the beauty of nature transcends time. This concept marries flowers from various historical periods, creating arrangements that tell a story not just of aesthetics but of the passage of time itself. The artistry involved in creating these arrangements requires a deep understanding of both the historical significance and the botanical characteristics of each flower. The result is a harmonious blend that celebrates diversity and unity simultaneously. These creations often find their home in spaces where the old and the new converge — in historic homes with modern interiors or at events that celebrate both heritage and progress. "Petals Across the Ages" is not just a floral trend; it is a testament to the enduring beauty of flowers and their ability to connect generations.

*** Additional Fees Apply, Bring Your Tools.**

Business Session: Putting AI to work for You!

1:30pm – 2:30pm

Presented by: Kelsey Thompson AIFD, CFD

Sponsored by: Wisconsin Florists Foundation • Location: Wolf

Learn how to harness the power of Artificial Intelligence in your floral business. From creating content to writing handbooks, whether you're streamlining wedding quotes or back-room systems, AI can save you time and make your job easier. You'll walk away with tips, tricks and a library of AI resources.

Main Stage Design Show: Let's Party Like It's \$19.99 to \$1999.00

3:00pm – 4:30pm

Presented by: Tim Farrell AAF, AIFD, CFD, PFCI

Sponsored by: Teleflora

Location: Wolf

Join Tim Farrell AIFD PFCI AAF as he presents a fun and educational program on beautiful flowers for parties for a variety of occasions. This program will focus on the florals for event work, weddings, and corporate work with ideas to fit budgets in all sizes. Tim will not only share creative ideas, but will dive down deep into the theory of floral design and explain "why we do what we do" as floral artists.

This will be a 90 minute session filled with fun and inspiration!

teleflora.





WUMFA CONVENTION 2024 SESSION DETAILS

SATURDAY, MARCH 16, 2024 (CONT.)

Main Stage Design Show: Designer of the Year Run Off



4:45pm – 5:30pm

Presented by: Fawn Mueller CF & Spencer Whitehouse-Seim

Sponsored by: WFF and Cal Flowers • **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 2024 WUMFA Professional Designer of the Year. At the same time on stage will be top three floral designers from the student divisions will compete head-to-head. The designer who gets the most people choice votes wins \$200.00 and the title of 2024 WUMFA Student designer of the year.

SUNDAY, MARCH 17, 2024

***Hands on: "Brand Practice"**

8:00am – 10:00am • Presented by: Derek Woodruff AAF, AIFD, CF, CFD, PFCI • **Sponsored by:** Syndicate Sales • **Location:** Huron

In this hands-on design workshop, you'll flex your "Brand" NEW muscles and create a modern arrangement from start to finish using new philosophies in modern floral design such as: Modern mechanics, unusual color palettes, and new and efficient design practices.



*** Additional Fees Apply, Bring Your Tools.**

Business Session: Accelerate Your Digital Marketing with Taylor Miller

8:30am – 9:30am • Presented by: Taylor Miller
Sponsored by: Miller Highlight • **Location:** Wolf



Come learn the importance of staying present on social media, how to utilize email marketing to target your clients, and how video can be an effective tool to get organic followers. Taylor will help you bring your vision to life and grow your business to the next level.

Main Stage Design Show: Maintain to Sustain: Statements to Events



10:00am – 11:00am • Presented by: Jackie Lacey AAF, AIFD, CFD, PFCI • **Sponsored by:** BloomNet • **Location:** Wolf

The "Power of Flowers" in maintaining your brand in an industry that continues to change focus with the changing trends, can be a challenge. Add in the growing consumer trend of working with a sustainable business and it gets even more challenging. It is more than about being a great designer with a modern flair, but you must also know how to market sustainable practices

that will help you maintain your brand and grow your audience through social marketing. Join Jackie as he guides you through options for statement pieces and event design in today's social market.

Main Stage Design Show: "Finding Your Floral Brand"



12:45pm – 1:45pm • Presented by: Derek Woodruff AAF, AIFD, CF, CFD, PFCI • **Sponsored by:** Syndicate Sales • **Location:** Wolf

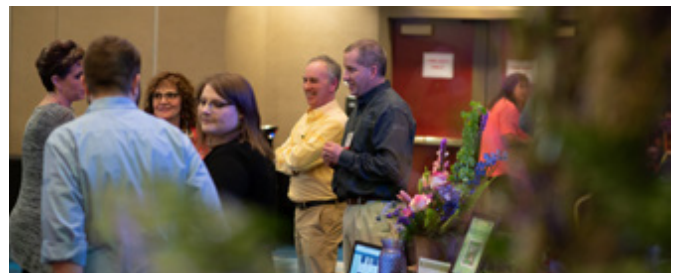
Though the concept of branding has been around a very long time, the idea that your flower shop or studio should have a brand presence is a new and important idea in the floral industry. Is your design work recognizable to your consumers based on brand practices? Does your website and social media content reflect the ideology of your floral brand? In this design program, we will break down the meaning of brand self-awareness and help you identify your specific brand through flowers and design.

Main Stage Design Show: "If It Don't Make Dollars, It Don't Make Sense"



2:30pm – 3:30pm • Presented by: Ace Berry AIFD, CFD, PFCI
Sponsored by: Flower Shop Network • **Location:** Wolf

Step behind the scenes of a bustling floral shop in our captivating stage program, "If It Don't Make Dollars, It Don't Make Sense." Join us as we unveil the daily struggles faced by dedicated florists and the ingenious ways, they overcome challenges to create breathtaking arrangements. In this immersive program, you'll gain insight into the world of floral design, where creativity meets adversity. Discover the demanding artistry required to transform blooms into works of art while navigating the hurdles of seasonal availability, customer expectations, and the ever-changing floral trends. Through engaging live demonstrations, and behind-the-scenes glimpses, into the strategies florists employ to turn their passion into profit. Learn how they source rare flowers, manage delicate blooms, and deal with unexpected setbacks to provide customers with exquisite bouquets for every occasion. This program isn't just about the challenges—it's also a celebration of the beauty and artistry that bloom from adversity. You'll witness awe-inspiring floral arrangements, hear success stories, and even gain practical insights into flower care and arrangement techniques.



2024 WUMFA Design Contest

Let's get groovy, get creative, and let your imagination go wild! This contest is an opportunity to learn and evolve as a designer. This year as we focus on Flower Power you will apply your skillset to show current and future trends.

SPONSORED BY :



MARCH 15 - 17, 2024

Student Division (High School Level)

Theme: Hand Tie

You will design a European hand tie with a cohesive vibrant color 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 celebration of life for a dear woman that loved sunshine, walking barefoot, the Beatles, being free and bright colors. Your Dish Garden/planter must be real plants, succulents, or blooming plants.

Professional Division

Theme 1: Woodstock Headpiece Wreath Create an amazing wreath for the carefree, color loving concert goer to wear. You may use mechanics of today's era to construct your wreath.

Theme 2: Cascade Bouquet Design a trailing, cascading bridal bouquet in any fashion such as a hand-tied, holder, egg, chicken wire or other.

Academy Division

Theme: 60's 70's Music Party

One of your favorite clients is having a Flower Power Party. They would like you to design a 72" round table that shows off your favorite group or song (It was the decade of Dylan and Aretha, the Beach Boys and the Beatles, Hendrix and Zeppelin.)

PRIZES FOR ALL CATEGORIES AND THEMES:

FIRST PLACE: \$225, Ribbon, and Certificate

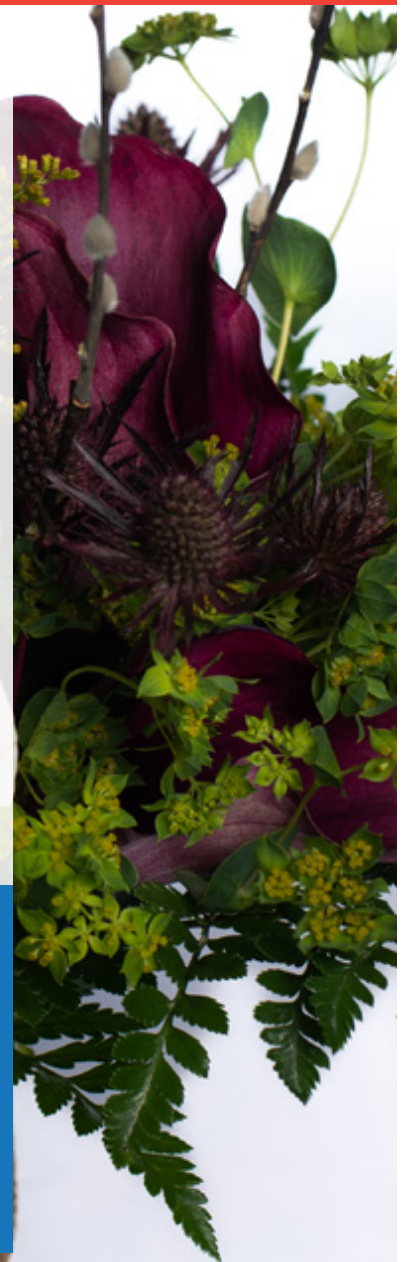
SECOND PLACE: \$150, Ribbon, and Certificate

THIRD PLACE: \$100, Ribbon, and Certificate

PROFESSIONAL DIVISION DESIGNER OF THE YEAR: \$300.00, Certificate, and Plaque

STUDENT DIVISION DESIGNER OF THE YEAR: \$200.00, Certificate, and Plaque

ACADEMY: \$500.00 and Certificate



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

Fawn Mueller CF at (715-218-5011) or email: fawn@inspiredbynaturellc.com

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

WUMFA CONVENTION 2024

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 15, 2024

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: Down the Aisle with Style, Presented by: Alan Masters, Sponsored by Wisconsin Florists Foundation	Huron
9:30 a.m. - 4:30 p.m.	*Business Session: Working Smarter...A Full Day's Journey will help you Map Success in 2024 Presented by: Derrick Myers, Sponsored by: Crockett & Myers & Associates	Boardroom
6:00 p.m. - 8:00 p.m.	Trade Show Reception (Cheese & Crackers w/Cash Bar) Friday evening only Open to all florists	Turtle/Bear
8:00 p.m. - 9:00 p.m.	Floral Feud - As Seen on TV	Wolf

SATURDAY, MARCH 16, 2024

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:00 a.m. - 6:00 p.m.	Raffle Open	Turtle/Bear/Wolf
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: Midnight Foam is in the "Know", Presented by: Jackie Lacey, Sponsored by: BloomNet	Huron
9:00 a.m. - 10:00 a.m.	Business session: "Using your Financial Statements to Make More Money!", Presented by: Derek Myers Sponsored by: Crockett & Myers & Associates	Wolf
10:15 a.m. - 11:15 a.m.	Business Session: Insurance Coverage Q & A Presented by: Jamie & Chris Lukes, Sponsored by: Rural Mutual Insurance	Wolf
11:15 a.m. - 12:00 a.m.	Trade Show Only Shopping Time	Turtle/Bear
12:00 p.m. - 1:00 p.m.	Main Stage Design Show: Chromatic Alchemy: A Journey into the Emotional Tapestry of Color, Presented by: Jacob McCall 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: "Petals Across the Ages: The Art of Multigenerational Floral Arrangements" Presented by: Ace Berry, Sponsored by: Flower shop Network	Huron
1:30p.m. - 2:30 p.m.	Business Session: Putting AI to work for You!, Presented by: Kelsey Thompson AIFD, CFD Sponsored by: Wisconsin Florists Foundation & Petals & Profits	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. - 4:30 p.m.	Main Stage Design Show: Let's Party Likes It's \$19.99 to \$1999.00, Presented by: Tim Farrell, Sponsored by: Teleflora	Wolf
4:45 p.m. - 5:30 p.m.	Main Stage Design Show: Professional / Student / Novice Division Designer of the Year Run Off Commentated by: Fawn Mueller & Spencer Whitehouse-Seim, Sponsored by WFF & Cal Flowers	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 17, 2024

8:00 a.m. - 2:30 p.m.	Registration Desk	Entrance Three Clans Ballroom
8:00 a.m. - 11:30 a.m.	Raffle Open	Turtle/Bear/Wolf
8:00 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
10:00 a.m. - 11:30 a.m.	Trade Show Open	Turtle/Bear
8:00 a.m. - 10:00 a.m.	*Hands-Workshop: "Brand Practice", Presented by: Derek Woodruff, Sponsored by: Syndicate Sales	Huron
8:30 a.m. - 9:30 a.m.	Business Session: Accelerate Your Digital Marketing with Taylor Miller, Presented by: Taylor Miller, Sponsored by: Miller Highlight	Wolf
9:30a.m. - 10:00 a.m.	Trade Show Only Shopping Time	Turtle/Bear
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Maintain to Sustain: Statements to Events, Presented by: Jackie Lacey, Sponsored by: BloomNet	Wolf
11:30 a.m. - 12:30 p.m.	Annual Meeting. Lunch Served.	Wolf
12:30 p.m. - 3:00 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: "Finding your Floral Brand", Presented by: Derek Woodruff, Sponsored by: Syndicate Sales	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: "If It Don't Make Dollars, It Don't Make Sense", Presented by: Ace Berry, Sponsored by: Flower Shop Network	Wolf
3:30 p.m. - 4:00 p.m.	Live Auction	Wolf
4:00 p.m.	Silent Auction/Raffle Winners Available	Turtle/Bear/Wolf



WUMFA 2024 Annual Convention Registration Form

March 15-17, 2024 •

Oneida Hotel & 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

***(Does not include any optional events)**

Best Buy

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

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 3/1/24 to receive a refund less a \$15 processing fee. No-shows and cancellations received after 3/1/24 will not be refunded.

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 3/1/24 to receive a refund less a \$15 processing fee. No-shows and cancellations received after 3/1/24 will not be refunded.											
Member Early, before 2/29/24	\$60	\$20	\$79	\$30	\$99	\$50	\$149	\$100	\$500	Optional Events	
Member 3/1/24 and After	\$75	\$20	\$94	\$30	\$125	\$50	\$175	\$100	\$600		Friday
Non-Member Early, before 2/29/24	\$90	\$30	\$119	\$45	\$149	\$75	\$199	\$125	N/A		Saturday
Non-Member 3/1/24 and After	\$105	\$30	\$134	\$45	\$175	\$75	\$225	\$125	N/A		Sunday
1.										WUMFA Design Contest Circle what you are entering: HS Novice Pro 1 Pro 2 Academy \$10 each Preregistration \$15 each at the door	
2.											TOTAL ALL EVENTS
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

Oneida Hotel

Formerly the Radisson Hotel & Conference Center

Call (920) 494-7300 for overnight rooms
mention Wisconsin & Upper MI Florist
Assn. for \$109 rate prior to 2/22/24

REGISTER ONLINE AT WWW.WUMFA.ORG

PAYMENT

Cardholder Name (please print) _____

Card Number _____

Exp. Date _____

CSC _____

Billing Address _____

City/State/Zip _____

Cardholder Signature _____