



**2024 Wisconsin & Upper Michigan
Florists Association**

**Annual Convention
Official Program**

www.wumfa.org

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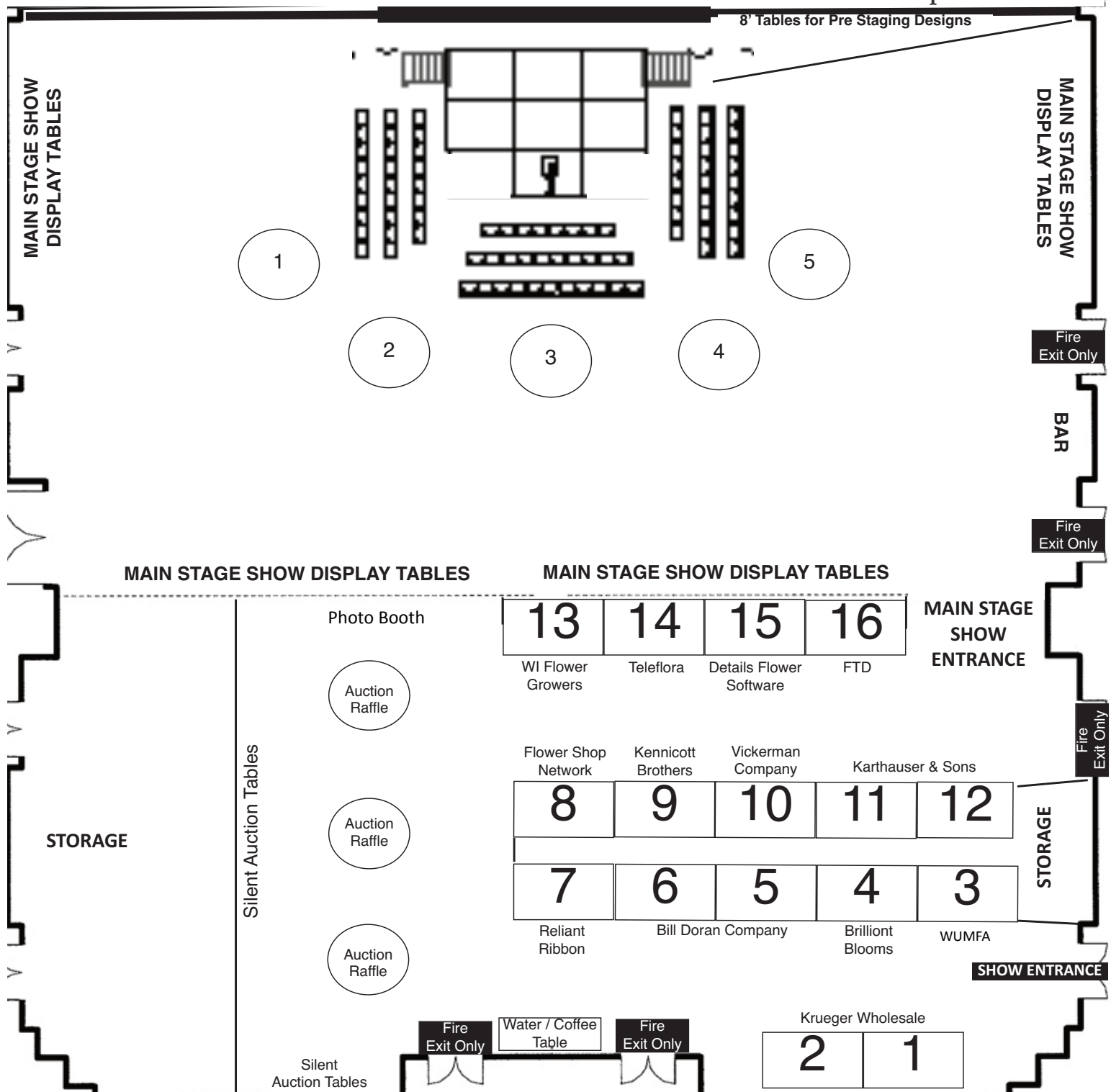


SMITHERS-OASIS



**This show is only possible with the support of the exhibitors.
Please spend time with them on the show floor, and place orders and book appointments here at the show.**

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.
 Closed for lunch ----- 11:30 a.m.-12:30 p.m.



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 am.	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



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For more information scan the QR code or visit: cafgs.org/fns2024



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Speakers: Renato Soguelco AAF, PFCI
& Jackie Lacey AAF, AIFD, CFD, PFCI

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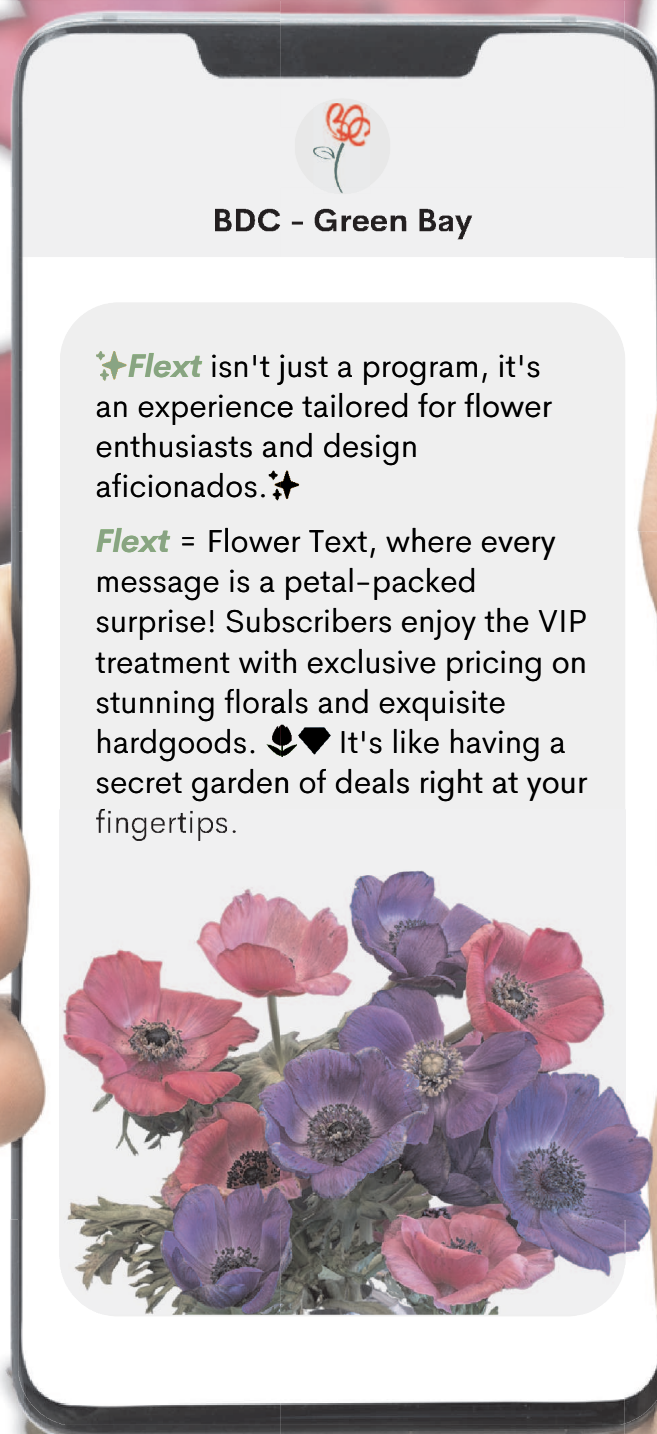




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