



# WUMFA CONVENTION 2026 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 20, 2026

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:00 a.m. - 4:00 p.m.	*Business session: Working Smarter...A Full Day's Journey will help you Map Success in 2026 w/ Derrick Myers	State Board Room
9:00 a.m. - 4:00 p.m.	*Hands-On Workshop: "Wedding Bootcamp" w/ Alison Ellis, Sponsored by Wisconsin Florists Foundation	Huron
5:30 p.m. - 8:00 p.m.	*CF Hands-On Testing:	Huron
6:00 p.m.	First Timer - Backstage Pass, Open to Everyone	Registration Desk
6:00 p.m. - 7:00 p.m.	Trade Show Reception, Open Free to Members and Non-Members	Turtle/Bear
7:00 p.m. - 9:00 p.m.	Game Night – Bingo	Wolf

## SATURDAY, MARCH 21, 2026

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
7:30 a.m. - 10:30 a.m.	Design Contest Registration, Sponsored by: Wisconsin Florists Foundation & CalFlowers	Entrance Three Clans Ballroom
8:00 a.m. - 10:00 a.m.	*Hands-On Workshop: One Tray, Unlimited Uses! Presented by: Rebecca Thompson, Sponsor: Urn Tray	Huron
9:00 a.m. - 10:00 a.m.	Business Session: State of the Industry, Moderated by: Sam Rosenthal, Sponsored by: Karthaus & Sons	Wolf
10:15 a.m. - 11:15 a.m.	Business Session: "Quick Website Fixes" Presenter: Alison Ellis, Sponsored by: Wisconsin Florists Foundation	Wolf
11:00 a.m. - 5:15 p.m.	Trade Show Open	Turtle/Bear
11:15 a.m.-11:30 a.m.	First Timer - Backstage Pass, Open to Everyone	Registration Desk
11:00 a.m. - 6:00 p.m.	Silent Auction Open	Turtle/Bear/Wolf
11:15 a.m. - 11:30 a.m.	Trade Show Only Shopping Time	Turtle/Bear
11:30 p.m. - 12:30 p.m.	Main Stage Design Show: "Lush Elegance: Weddings in the Wild", Presented by: Patience Pickner, Sponsored by: Fitz Design	Wolf
12:30 p.m. - 1:00 p.m.	Trade Show Only Shopping Time	Turtle/Bear
1:00 p.m. – 2:00 p.m.	Main Stage Show: Mastering the Care and Handling of Green Plants Presenter: Sam Rosenthal, Sponsored by: Karthaus & Sons	Wolf,
2:00 p.m. - 4:00 p.m.	*Hands-On Workshop: "Wedding Bouquet Brilliance" Presented by: Doug Bates, Sponsor: Flower Shop Network	Huron
2:00 p.m. - 6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
2:15 p.m. – 3:15 p.m.	Business Session: Hidden Treasures: Finding the Gold in your Business" w/Derrick Myers, Sponsor: Crockett Myers & Associates	Wolf
3:15 p.m. - 4:00 p.m.	Trade Show Only Shopping Time	Turtle/Bear
4:00p.m. – 5:00 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 Wisconsin Florists Foundation & CalFlowers	Wolf
6:00 p.m. - 7:00 p.m.	President's Reception	Turtle/Bear/Wolf
7:00 p.m. - 10:00 p.m.	*Awards & Recognition Banquet	Wolf

## SUNDAY, MARCH 22, 2026

7:30 a.m. - 4:30 p.m.	Registration Desk	Entrance Three Clans Ballroom
8:00 a.m. - 2:00 p.m.	Silent Auction Open	Turtle/Bear/Wolf
8:00 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:00 a.m. - 10:00 a.m.	Hands-On Workshop: "Jungle Fever: Wild Looks for Prom Night" Presented by: Patience Pickner Sponsored by: Fitz Designs	Huron
9:00 a.m. – 10:00 a.m.	Main Stage Business/Design Session: "Pricing for Profit" Presented by: Alison Ellis Sponsored by: Wisconsin Florists Foundation	Wolf
10:00 a.m. - 11:30 a.m.	Trade Show Open	Turtle/Bear
10:00 a.m. - 10:15 a.m.	Trade Show Only Shopping Time	Turtle/Bear
10:15 a.m. - 11:15 a.m.	Main Stage Design Show: "Holiday Traditions Reinvented", Presented by: Jacob McCall Sponsored by: FTD	Wolf
11:15 a.m.-11:45 a.m.	Trade Show Only Shopping Time	Turtle/Bear
11:45 a.m. - 12:45 p.m.	Annual Meeting Luncheon	Wolf
12:45 p.m. - 2:30 p.m.	Trade Show Open	Turtle/Bear
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: "The Profitable Sympathy Portfolio", Presented by: David Powers, Sponsored by: Teleflora	Wolf
2:00 p.m. - 2:30p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: "Blooming Everyday: Artful Floral Designs", Presented by Doug Bates, Sponsored by: Flower Shop Network	Wolf
3:30 p.m. - 4:00 p.m.	Live Auction	Wolf

SAVE THE DATE! WUMFA 2027 ANNUAL CONVENTION APRIL 2 - 4, 2027