



**INTO
THE
JUNGLE
2026**

**Wisconsin & Upper Michigan Florists Association
Annual Convention**

Official Program

March 20 - 22, 2026

Oneida Hotel & Conference Center / Green Bay,



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

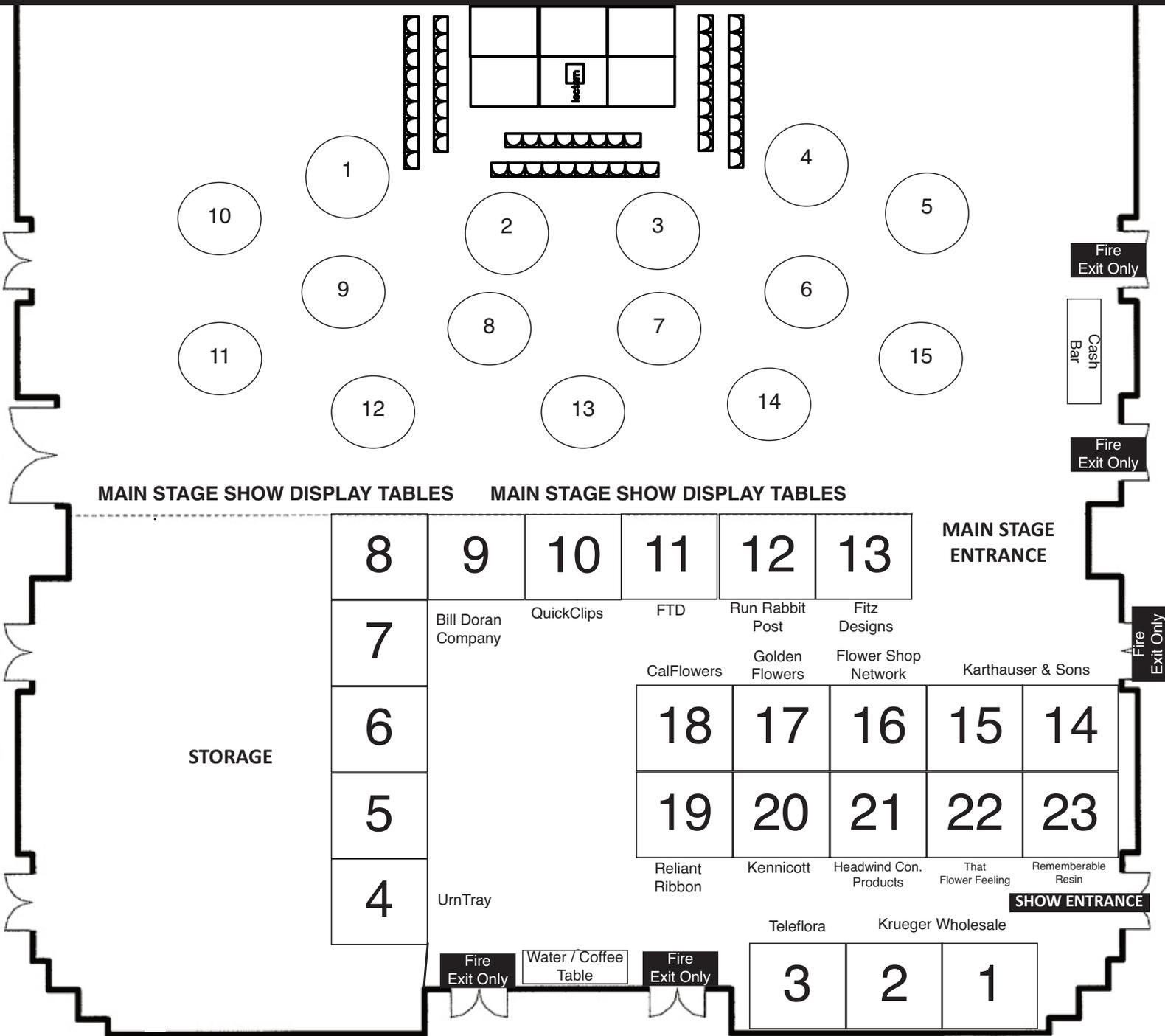
SATURDAY, MARCH 21, 2026

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

Trade Show Floor Plan & Exhibitors



Company	Booth #	Company	Booth #
AIFD NC	5	Kennicott Bros. Co.	20
Bill Doran Company	7,8,9	Krueger Wholesale Florist	1,2
CalFlowers	18	QuickClips	10
Fitz Design	13	Run Rabbit Post	12
FTD	11	Reliant Ribbon	19
Flower Shop Network	16	Rememberable Resin	23
Golden Flowers	17	Teleflora	3
Headwind Consumer Products	21	That Flower Feeling	22
Karthaus & Sons, Inc.	14,15	UrnTray	4

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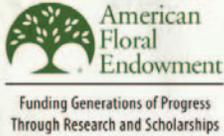
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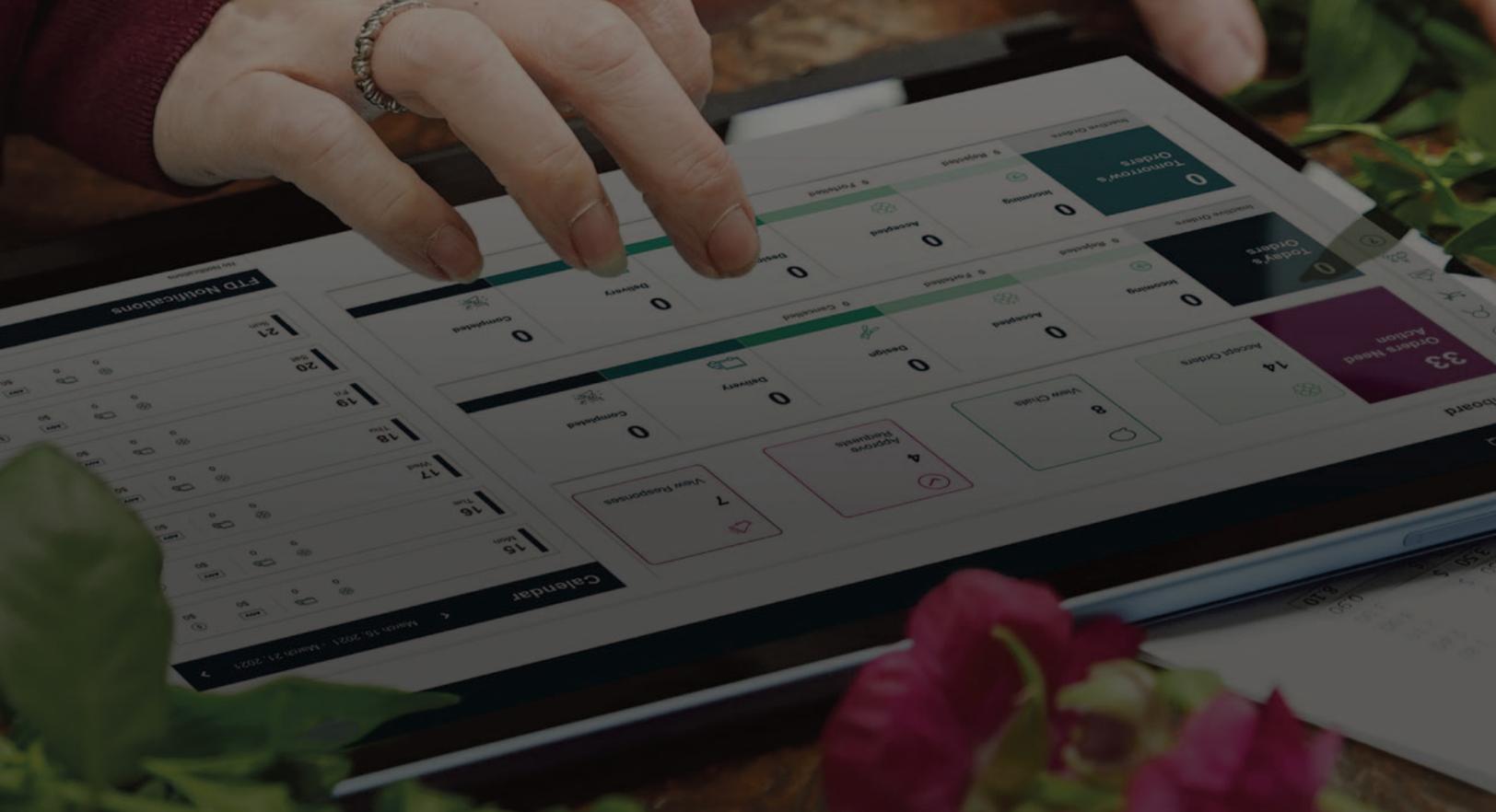
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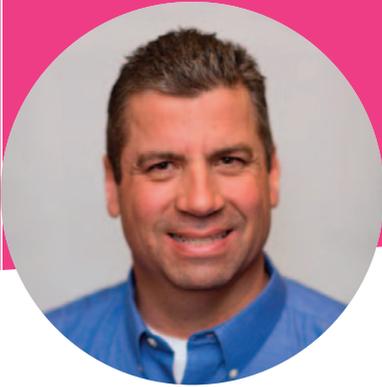
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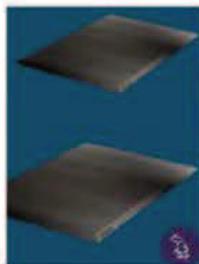
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