

GLFA LEADERSHIP REPORT

A Whole New World

BY BRENDA STERK CF, EASTERN FLORAL, AND GLFEE 2023 CHAIR

I would like to formally invite you to join us for the 2023 GLFEE "A Whole New World." The convention will be held at the Devos Place from March 3-5. We have some amazing things planned for you this year that will help you experience this whole new world in the floral industry.

Friday starts with two all-day sessions to choose from. Both hands-on and business sessions are sure to help us navigate this whole new world. Whether you want to learn about creating event work, arches, and backdrops with Jackie Lacey or how to run a business that does not run you with Bob Negen, we've got something for everyone. Don't forget to come back for the Mix and Mingle at the end of the night! I don't want to give away all the details but you will have a great time mingling with both old and new friends plus we've got some pretty great ideas for this party.

Saturday we have more training from Bob Negen with Whizbang! Retail training. He will be teaching us how to write our company's vision, Easy, inexpensive, and incredibly effective ways to get new customers, and mining diamonds in your own backyard. We will also have hands-on classes taught by some of the industry leaders like Jenny Thomasson, Patience Pickner, Ace Berry, and



Andrew Stinson. We have everything from weddings to sympathy. We'll also have stage shows all day with incredible designers such as William Santos, Helen Miller, Derek Woodruff, and Jackie Lacey. Don't forget about the designer of the year run-off and the President's Reception and Awards Banquet on Saturday night too.

Sunday is another day packed with hands-on workshops, business sessions, the trade show, and the GLFA Annual Meeting and Luncheon with keynote speaker Bob Negen.

It is so hard to include everything in this short article. What I can tell you is that you will love every minute of this Expo. I look forward to seeing you, in person, where we can show you "A Whole New World"! Visit www.glfee.com for complete details and online registration! ✨



GreatLakesFloral
ASSOCIATION

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GLFEE SPONSORS

Great Lakes Floral &
Event Expo 2023 Issue
March 3-5, 2023



THANK YOU TO OUR 2023 EVENT SPONSORS!

The Great Lakes Floral Association would like to extend its gratitude to the many wholesalers, suppliers, and service providers who support the association and its many initiatives throughout the year. Without their continued financial and product support, events like the Great Lakes Floral & Event Expo would not be possible.

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GLFEE PRESENTERS

Read full bios at www.glfee.com



DOUG BATES AIFD, CF, CFD

Owner and lead designer for Designs By Vogt's in Sturgis, MI, Doug has received numerous awards in the floral industry, including the Michigan Designer of the Year 2012, Young Person of the Year 2013, and the 2021 Design Academy winner.



SAMANTHA BELONGA CF

Samantha and her husband Alex are the owners of St Ignace in Blooms Greenhouse and Florist in St Ignace MI as well as Fleurish & Bloom on Mackinac located on Mackinac Island. Samantha heads up the cut flower and wedding division of St Ignace In Bloom and oversees the new location on Mackinac Island.



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.



RENATO CRUZ SOGUECO AAF, PFCI

Renato serves as Vice President of Digital Strategy and Education at BloomNet, where his primary role is to serve member florists by developing innovative services and solutions focusing on digital marketing strategies.



MIKE HUGGETT

In 2008 Mike began working as technical product manager for Takii eventually being named Eastern Flower Sales Manager in 2012. He was promoted to National Flower Sales Manager in 2017. Mike also directs new product development and marketing for the flower department.



DR. MELINDA J. KNUTH

Dr. Knuth is currently an Assistant Professor in Horticultural Science at North Carolina State University where she teaches Greenhouse Management, Floriculture Production, Floral Design, and Horticulture Marketing. She currently serves as the Young Professional Council Advisor for the American Floral Endowment's Executive Board.



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.



JENN LINEHAN CF, CFD

Jen is from Sylvania, OH, and has had her shop, Beautiful Blooms by Jen for the past 15 years. Starting out as a Floral Design Instructor at a local high school, owning her own flower shop was her dream from early on. Jen will be inducted into AIFD during its annual Symposium in July of 2023.



JACOB MCCALL AAF, AIFD, CFD, FSMD, PFCI

In addition to being part of FTD's education team, Jacob has worked in a retail flower shop, consulted on product design and development, and traveled throughout North and South America educating consumers and his peers. Jacob is known for his cutting-edge trends and color expertise.



CLIFF MCCLUMPHIA

Cliff is the owner of Hyacinth House Greenery, a full-service retail florist and wholesale greenhouse, in Lansing, MI. Cliff started working at HHG simply unloading trucks full of plants on the weekends when he was 15 years old. He continued working for HHG while working towards earning his degree from MSU. As time passed, he continued learning more and more about the plant and floral industry. The more he learned, the more his passion for plants and flowers grew.



HELEN MILLER AIFD, CF, CFD, CAFA

Helen has owned a successful retail florist shop in Adrian, MI for over 35 years. As a Teleflora Education Specialist, Helen teaches workshops and has presented industry programs all over the United States.



BOB NEGEN

Bob Negen, co-founder of WhizBang! Retail Training, is a retail expert, author, speaker, and business coach. Bob motivates and trains independent retailers to improve and grow their businesses with actionable tactics and strategies.



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.



JEROME RASKA AAF, AIFD, CF, CFD, PFCI

In the floral industry for over 30 years, Jerome shares his experiences as a Teleflora Education Specialist with florists, garden clubs, and suppliers across the country. He is the past president of the Great Lakes Floral Association and has served the floral industry in many different capacities through SAF and AIFD.



WILLIAM SANTOS

William has owned Monarch Garden & Floral in Petoskey, MI for the last fifteen years. With over 25 years of design experience, he is a strong believer in education and continued learning. His work has been featured in Traditional Home and The Knot magazines.



BRENDA STERK CF

Brenda has been designing for 27 years. She has worked and managed several different flower shops in the Grand Rapids area. She is now working as the Business Analyst and Production Manager for Eastern Floral in Grand Rapids, MI. Brenda is a strong believer in continued education for all areas of the floral business.



ANDREW STINSON AIFD, CFD

Andrew has always been a creative soul, from a very young age. In 2012, Andrew started his own event design company: WAS Design Works. Today, Andrew travels extensively and is part of several design teams that specialize in events, commercial holiday installation, and showroom design, and is on the design team for NAPCO, based in Jacksonville, FL.



JENNY THOMASSON AAF, AIFD, CFD, EMC, PFCI

Jenny is a touring commentator for the Education Specialist Team for Teleflora, a featured designer in industry publications, and podcasts, a lead instructor at the Dr. Delphinium Design Institute in Dallas TX, sole proprietor for Jenny T Floristry and a newly published author.



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.

FRIDAY MARCH 3 GLFEE ALL-DAY SESSIONS

Great Lakes Floral &
Event Expo 2023 Issue



*ALL-DAY BUSINESS SESSION: FROM INCEPTION TO SALE: HOW TO RUN A BUSINESS THAT DOESN'T RUN YOU

Is running your store making you frazzled, frustrated, and overwhelmed? It doesn't have to be that way! There is a proven process to help you get control of your business and give you the freedom you deserve. In this lively, full-day Boot Camp, you will learn proven strategies and tactics to get your business to work for you, not the other way around.

You'll learn:

- The power of the Retail Accountability Blueprint and how to use it to make your business much, much more efficient.
- The secret to creating a training program that gets everyone on your team doing things the same way – your way!
- The mindset of the most successful retailers and how it allows them to get A LOT more done and at the same time work A LOT less.
- And much, much more!

If you love your business but feel like it's taken over your life, or even if you have a business that runs well but you want to make it run even smoother, this program is for you!

SPONSORED BY: FloristWare

PRESENTED BY: Bob Negen

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

River Overlook E/F

Additional fee applies



*ALL-DAY DESIGN HANDS-ON WORKSHOP: ARCHES, BACKDROPS, AND STAGE PIECES THAT WOW

In Today's market, you need multiple items doing multiple works. Gone are the days of having certain containers and set-piece hardware for each typical theme. Today we need to have one container that can work in any theme, any setting. As we look at what the market demand is today and will be tomorrow, we see backdrops still hanging on and the return to "It's not done till it is overdone" for fewer guests and in more settings. Join Jackie Lacey as he sets the scene for what's to come and how to be prepared to pivot.

- Has the wedding arched peaked?
- How do we dress a stage and then reset the scene for the reception?
- Show me the money in a backdrop!
- The mechanics of an event.



SPONSORED BY: BloomNet

PRESENTED BY:

Jackie Lacey AAF, AIFD, CFD, PFCI

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

River Overlook A/B

Additional fee applies

Each student will have a chance to win one of the many arches created during this class. Students will create smaller items to take home as well as be able to tag a few pieces to take home that are used in the Saturday Main Stage show.

What to bring to the Hands-on workshop: Basic design tools: knife, scissors, wire cutters, pruner

BUSINESS SESSION: BOOST ENGAGEMENT AND SALES THROUGH BETTER PHOTOS FOR WEBSITE AND SOCIAL

Nothing sells your floral masterpieces more than an absolute gorgeous photo. Customers want to "see" what they're buying, so you need a reliable setup in your shop to consistently capture high-quality flower photos to provide optimal presentations on your website and social media.

In this engaging session, Renato, Jessica, and Jackie demonstrate how to efficiently setup, light, and photograph your product using equipment they use for catalog and environmental photoshoots. Aside from basic photography best practices, you'll get the scoop on peripheral gadgets ideal for mobile shooting, software, and app tools they use to edit photos, and best social media practices.

SPONSORED BY: BloomNet

PRESENTED BY:

Renato Sogueco AAF, PFCI, Jackie Lacey AAF, AIFD, CFD, PFCI, Jessica Kegerreis

7:00 p.m. - 8:00 p.m.

River Overlook E/F



*FFA STUDENT CF PREPARATION HANDS-ON WORKSHOP: FUN AND FUNKY PROM

Looking for something fun and funky? Doug will show you and teach students a quick and easy way to make your prom flowers stand out from the crowd with decorative wire, acrylic chains, and assorted accessories.

SPONSORED BY:
DWF

PRESENTED BY:
Doug Bates AIFD, CF, CFD

7:00 p.m. - 8:00 p.m.

River Overlook A

Additional fee applies



WHAT TO BRING TO THE HANDS-ON WORKSHOP:
Basic design tools:
knife, scissors,
wire cutters,
pruner

KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows

(Pink)

****Additional fee applies***

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GLFEE SATURDAY SESSION DETAILS

SATURDAY, MARCH 4

*Hands-On Workshop: Modern Weddings with a Twist



Presented by: Jenny Thomasson AAF, AIFD, CFD, EMC, PFCI

Sponsored by: Teleflora • 8:00 a.m. – 10:00 a.m. • River Overlook A

Modern weddings and Brides call for an updated twist on the usual. We will study and create a beautiful and contemporary wedding bouquet featuring some European tricks and techniques with a structural Armature.

****Bring your tools***

*Hands-On Workshop: Weddings-No Filter Needed



Presented by: Patience Pickner AIFD, CFD, PFCI, SDCF & Ace Berry

AIFD, CFD, PFCI, TMF • Sponsored by: Flower Shop Network

8:00 a.m. – 10:00 a.m. • River Overlook B

Create a gorgeous crescent bridal bouquet then learn the secrets behind getting all the shots and videos you need for your social media posts, ads and reels! Model and background included! You don't want to miss this fun and informative hands-on class! ****Bring your tools***

*Hands-On Workshop: Simple Southern Sympathy



Presented by: Andrew Stinson AIFD, CFD

Sponsored by: Mayesh Wholesale • 8:00 a.m. – 10:00 a.m.

River Overlook C

Learn how to add a little southern charm into your sympathy designs as well as incorporate keepsake items for a profitable markup. ****Bring your tools***

Business Session: Creating A Vision: The "North Star" For Your Retail Journey



Presented by: Bob Negen • Sponsored by: FloristWare

8:30 a.m. – 10:00 a.m. • River Overlook E/F

In this thought-provoking session, you will learn a step-by-step process to discover and document what you want from your business and for your life. This is a hands-on session where you will think, dream, imagine, and most importantly, create the first draft of your vision of retail success. Once you have a crystal clear, super-compelling picture of what your ideal business looks like, you will feel an almost unstoppable energy to go make it happen.

Main Stage Business Session: The Driving Forces of Floriculture Sustainability



Presented by: Dr. Melinda Knuth •

Sponsored by: American Floral Endowment •

9:00 a.m. – 10:00 a.m. • Steelcase Ballroom A

Sustainability is a hot topic as of late. What are the factors affecting whether sustainable practices are implemented or suppressed? In this session, you'll learn about the positive and negative pressures that are influencing the sustainable practices used the floriculture industry. Additionally, Dr. Knuth will discuss the goals and outputs of the American Floral Endowment's Sustainability Program

Business Session: 5 Easy, Effective, and Inexpensive Ways to Get New Customers



Presented by: Presented by: Bob Negen • Sponsored by: FloristWare

10:30 a.m. – 12:00 a.m. • River Overlook E/F

New customers are the lifeblood of any retail business. But as big brands get more and more sophisticated, getting new customers gets harder – and more expensive – UNLESS you know what to do. In this fun, engaging program, you will learn a simple, inexpensive, incredibly effective way to get customers in your store for almost nothing.

Main Stage Design Show: Designer of the Year Run Off

Presented by: Jerome Raska AAF, AIFD, CF, CFD, PFCI & Libbie Deering CF

Sponsored by: CalFlowers & FloraCraft

10:30 a.m. – 11:15 a.m. • Steelcase Ballroom A



One of the most exciting events at GLFEE is the Designer of the Year contest. Five outstanding floral designers from the Professional Division will compete for the title using identical materials. A distinguished panel of judges will choose the winner, who will be announced at the banquet on Saturday night. Be sure to attend, cheer on your favorite, and be inspired by the fabulous design work.

Main Stage Business Session: Window and Retail Display Magic

Presented by: William Santos

Sponsored by: Monarch Garden & Floral Design

11:30 a.m. – 12:30 p.m. • Steelcase Ballroom A

Displays are the most important aspect of retail design. Learn ways to create displays that capture customers' attention. Using big designs as inspiration and implementing them into our stores in a creative way. We will also play with ways to make budget-friendly designs.



Business Session: Mining Diamonds In Your Own Backyard

Presented by: Bob Negen • Sponsored by: FloristWare

1:00 p.m. – 2:30 p.m. • River Overlook E/F

No one walking in your door these days? How do we re-establish a human connection and enhance the shopping atmosphere? Join us for this immersive and interactive education session as we explore the latest post-COVID consumer shopping data that will move your businesses forward. Session information is based on data from the American Floral Endowment (AFE) and Floral Marketing Fund (FMF) consumer studies.



Main Stage Design Show: Sympathy Stylings

Presented by: Helen Miller AIFD, CF, CFD and Derek Woodruff AAF,

AIFD, CF, CFD, PFCI • Sponsored by: Syndicate Sales

1:00 p.m. – 2:00 p.m. • Steelcase Ballroom A

Today's sympathy market is increasingly focused on the celebration of life. Telling a life story, florists can help a family through those difficult times with creative and meaningful flower arrangements. Let Helen and Derek guide you through Sympathy Stylings for the home, multipurpose designs, How to incorporate keepsakes, selling techniques, and alternative mechanics.



Main Stage Design Show: Everyday Design Ideas

Presented by: Jennifer Linehan CF, CFD

Sponsored by: Certified Florist Program • 2:15 p.m. – 2:45 p.m.

Steelcase Ballroom A

Watch three Certified Florist create designs you can sell in your stores every day of the year. They'll show you the different techniques used to create the designs. Jen Linehan, Certified Florist of the Year in 2017 will talk about the importance of branding yourself as a professional and how the CF program can do this for you. You'll take home some great design ideas as well as inspiration and reasons to become a Certified Florist!



Business Session: Panel Discussion:

The Whole New World of the Real Life Florist

Presented by: Brenda Sterk CF • Sponsored by: Eastern Floral

2:45 p.m. – 3:45 p.m. • River Overlook E/F

We've put together a panel of some of the industry's best shop owners and designers from real-life floral shops. Come with your questions from your real-life floral experiences. The panel will provide answers and offer their perspectives and new ideas.



Main Stage Design Show: Arches, Aisles and Style

Presented by: Jackie Lacey AAF, AIFD, CFD, PFCI

Sponsored by: BloomNet • 3:15 p.m. – 4:15 p.m. • Steelcase Ballroom A

Today's wedding event is anything and everything. From the backyard to the pavilion and everywhere in between – today's event is a celebration that is diverse/inclusive and all about today's trends, events inside and outside, personalized style, an Maximalism is back in style for 2023. Table décor, aisle dressing, arches with pizzazz and bouquets... this is not your momma's event, and the budgets are tight to twisted.



Business Session: How to Increase Your Plant

Sales Inside Your Shop and Online

Presented by: Cliff McClumpha • Sponsored by: Hyacinth House

4:00 p.m. – 5:00 p.m. • River Overlook E/F

Join Cliff to learn new and modern ways to increase your plant sales and profitability. The market and economy is changing constantly, so it's important as a business owner to ensure you're maximizing your profits every chance you can. You will not only learn (or get a refresher on) actions you can take inside the store, but you will also learn about new platforms that the younger generations are using to purchase goods and services to help adapt to the evolving market.



GLFEE SUNDAY SESSIONS

KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows

(Pink)

***Additional fee applies**

*Hands-On Workshop: Wedding Wearables

Presented by: Andrew Stinson AIFD, CFD

Sponsored by: Mayesh Wholesale • 8:00 a.m. – 10:00 a.m. • River Overlook A



This is a chance to learn techniques to help you appeal to the modern bride with new and innovative ways to wear flowers. From pocket squares to flower crowns, this class will help you be more efficient in design to maximize your profits. ***Bring your tools.**

*Hands-On Workshop: Foliage Manipulation Two

Presented by: Helen Miller AIFD, CF, CFD, PFCI

Sponsored by: Syndicate Sales 8:00 a.m. – 10:00 a.m. • River Overlook B



Foliage is one of the newest exciting trends for today! This class will be using different methods of leaf manipulation to give your designs high visual impact and a modern-day twist. Learn many creative techniques that can be used as decorative, functional, or architectural elements that will make you stand out from your competition! ***Bring your tools.**

*Hands-On Workshop: Centerpieces and Rentals

Presented by: Jennifer Linehan CF, CFD • Sponsored by: DWF

8:00 a.m. – 10:00 a.m. • River Overlook C



Take your wedding and event business to the next level by offering rental items. Learn where to purchase, how to price, and how to write rental contracts. You'll design a beautiful centerpiece to take home in a rental vase. ***Bring your tools.**

Main Stage Business Session: From Breeding to the Consumer-How Professional Designers can influence trends?

Presented by: Mike Huggett • Sponsored by: American Taki

9:00 a.m. – 10:00 a.m. • Steelcase Ballroom A



Establishing lines of communication throughout the entire supply chain can greatly influence how new products become a reality. In this presentation, Mike will illustrate how you, the professional designer, can ultimately impact the products you use and how the consumer will benefit. Learn about Taki & Company and its 185 years of breeding excellence and the rigorous process that experimental and pre-commercial products are subjected to before receiving commercial.

Business Session: Management, Leadership, and Creating A Culture of Excellence

Presented by: Bob Negen • Sponsored by: FloristWare

9:00 a.m. – 10:30 a.m. • River Overlook E/F



A team full of retail superstars giving each customer an exceptional experience is an independent retailer's biggest competitive advantage. But a team excited by your vision, with a clear understanding of how things are done, and a high level of execution doesn't happen by accident. It happens when you, the owner, understand a proven process, make a commitment to your vision, and do the work that needs to be done. This eye-opening program explores what you can do to take your team, your culture, and your business to the next level!

Main Stage Design Show: Here Comes the Bride



Presented by: Jenny Thomasson AAF, AIFD, CFD, EMC, PFCI

Sponsored by: Teleflora • 10:30 a.m. – 11:30 a.m. • Steelcase Ballroom A

Taking a journey together on building a unique and special wedding day. Jenny will demonstrate how to sell, create and produce a wedding from start to finish as well as some truly unique bouquets to liven up your creativity.

Business Session: Adopting Sustainable Practices to Engage More Customers



Presented by: Renato Sogueco AAF, PFCI & Jessica Kegerreis

Sponsored by: BloomNet • 11:00 a.m. – 12:00 p.m. • River Overlook E/F

Attend this can't miss session as Jessica and Renato, share best sustainable practices such as sourcing flowers locally, practical recycling, reuse of materials and more. They'll also share how you can leverage social media and hold in-store events, to effectively communicate and engage with customers to showcase your shop's sustainability. And there's more! They will also preview research from an on-going landmark study on Sustainability and the flower industry, funded by the Floral Marketing Fund managed by the American Floral Endowment.

Main Stage Luncheon Keynote Business Session: Mighty On Main Street... The World-Changing Power Of Independent Retailers

Sponsored by: Floristware & Great lakes Floral Foundation

12:00 p.m. – 12:45 p.m. • Steelcase Ballroom A



A tidal wave of change has swept over the retail industry in the last decade. The biggest drivers of retail success are no longer location, location, location... They are originality, authenticity, adaptability, and creativity. The top independent retailers are finding ways to take the best of traditional brick and mortar stores and add today's game-changing technology to design businesses that deliver amazing customer experiences and generate massive revenue. They are giving customers many ways to connect, engage, and buy from their brand - including but not limited to shopping in a physical store.

Main Stage Design Show: Romantic Meets Modern

Presented by: Patience Pickner AIFD, CFD, PFCI, SDCF & Ace Berry

AIFD, PFCI, TMF • Sponsored by: Flower Shop Network

1:00 p.m. – 2:00 p.m. • Steelcase Ballroom A



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!

Business Session: Let's Talk Social Media...for Reels

Presented by: Samantha Belonga CF

Sponsored by: St. Ignace in Bloom • 1:00 p.m. – 2:00 p.m.

River Overlook E/F



Social media video content platforms...they are here to stay and you DON'T have to be afraid of them! Whether you have recently jumped into the Instagram and TikTok pools or you're already doing Friday dances and 30-day Reels challenges, this class will help you turn your dance moves into sales! Join us as we go through strategy, ideas, and even some silly videos to make your social media a money-maker for your business.

Main Stage Design Show: Everyday Extraordinary Designs

Presented by: Jacob McCall AAF, AIFD, CFD, FSMD, PFCI

Sponsored by: FTD • 2:30 p.m. – 3:30 p.m. • Steelcase Ballroom A



Don't you just love that moment when a customer asks you to create something artistic and inspired for them?! In this program, Jacob shares tips and tricks for up-selling, designing over-the-top arrangements cost effectively and delivering the most bang for the customer's buck. Join Jacob as he creates everyday designs, and then takes them to the next level with his dramatic flair!

Business Session: Sustainability in Floriculture Workshop & Discussion

Presented by: Dr. Melinda Knuth

Sponsored by: American Floral Endowment

2:30 p.m. – 3:30 p.m. • River Overlook E/F



Join Dr. Melinda Knuth for an interactive workshop to identify common themes and perceptions of sustainability in your sector of the floriculture industry. This session seeks to serve as an opportunity to provide feedback on what you see makes an impact or not when it comes to sustainability in your business and voice questions you'd like answers to.





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GLFEE SPECIAL EVENTS

FRIDAY

Friday Night Mixer: Mix and Mingle at Club Inspiration

Friday, March 3

8:00 p.m. - 10:00 p.m. • River Overlook Foyer

We'll have fun and games accompanied by a playlist that will get your heart and soul pumping. There will be chances to win a drink from the cash bar, plus a chance to win the Grand Prize of a Plaza Dream package overnight stay at the Amway Grand Plaza Hotel, all while enjoying some scrumptious hors d'oeuvres and conversations!



GreatLakesFloral
FOUNDATION

SATURDAY

The Grille Lunch

Saturday, March 4

10:30 a.m. - 2:30 p.m. • Secchia Foyer

Cash & Carry Lunch Option

The Grille offers choices of freshly grilled all beef hot dogs, Johnsonville brat, basil pesto chicken sandwich, Cajun chicken sandwich, side options of chips, fruit and beverages.

Recognition Reception and Banquet:

Saturday, March 4

5:30-6:30 Reception in the Trade Show

6:45 - Banquet • Cash Bar

Steelcase Ballroom B

NEW
THIS YEAR!

President's Reception

Get a Professional Head Shot taken while networking with friends before the Banquet! "Do you hate having your portrait taken? If so, we have the photographer you've been waiting for, Russ Climie from Tiberius Images. For nearly 20 years he has helped those that hate having their photo taken look confident and feel comfortable in front of the camera. He even guarantees that the next photo he takes of you will be your favorite!"

Sponsored by: Experience Grand Rapids



Blooming Desert Recognition Banquet

Come join fellow attendees as we transport into a "Blooming Desert" of the Sahara. Enjoy a delicious 4-course meal as we celebrate the new Certified Florist members and present the GLFA Industry Awards and announce the 2023 Design Contest winners. You'll be sure to have a "Blooming" good time.

***Additional fee applies unless you register with a weekend Value Pass**

Rock & Roll Afterglow

All are welcome to close the evening with great LIVE classic rock from "Straight Shot" with Kent Lavengood & friends. You won't want to miss spending a couple of hours winding down with friends and this great band after a busy day at the GLFEE.

SUNDAY

Sunday Luncheon and Annual Meeting

Sunday, March 5

12:00 p.m. - 12:45 p.m.



Keynote address: Mighty on Main Street: The World-Changing Power of Independent Retailers

Presented by: Bob Negen

We'll all enjoy a hot plated lunch during the GLFA Annual meeting followed by a keynote address presented by the one and only Bob Negen.

Lunch is included in your registration.

Please check box on registration form if you plan to attend.

ALL WEEKEND

Raffle

It's more than a raffle.... It's an experience! Gift baskets with delicious items, a Prom or Mother's Day Survival Kit and lots more. The more tickets you buy the higher your chances are to win! The Raffle Committee is now taking donations. Please visit www.glfee.com to download a donation form or call the GLFA office at (517) 575-0110.

Silent Auction

Bid on a "Designer for a Day". Imagine having your own presentation by a professional floral consultant or designer in your shop for the day. Wine and dine as dinner guests, bid on concert and sporting events tickets! You never know what will be up for auction so make sure to take a minute and look through all the options. The Silent Auction Committee is now taking donations. Please visit www.glfee.com to download a donation form or call the GLFA office at (517) 575-0110.

AIFD® Awareness:

North Central AIFD® Chapter members will showcase their talents with blooming displays located at the end of the Amway Walkway on the second floor.



2023 GLFA Annual Design Contest

Great Lakes Floral & Event Expo

Friday, March 3, 2023



The Great Lakes Floral Association's Design Contest is one of the most prestigious contests in the nation. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas, receive insight and feedback from professional evaluators, and gain publicity for themselves and their businesses.

Student Division (High School Level)

Theme: Arabian Nights

Create an exotic floral cuff bracelet suitable for the princess of Agrabah to wear on an upcoming dinner date

College / Professional Novice

Theme: Bring the Outdoor In

Create a "Landscape" style arrangement using fresh flowers, assorted foliage, and your choice of design-enhancing products such as branches, mosses, stone, pods, etc.

Professional Division

Theme 1: As the Bouquet Spins

Create a standing monochromatic, Spiral, Hand-Tied bouquet with only fresh flowers and foliage.

Theme 2: Old World Texture

Create a fresh arrangement of the Analogous color harmony with the focus on the element of Texture.

Theme 3: "Eco-conscious" New World

Design a bridal reception centerpiece using a foam-free design mechanic such as wire, grid work, or forms. Keeping it organic, earthy, and natural looking is key.

Theme 4: Surprise Package!

Design on the spot. You must enter all other Professional themes to enter into the Surprise Package on-site design competition happening Friday evening, March 3, 2023, from 6:00 pm to 6:30 pm. All materials will be provided for contestants. Bring your tools for this competition.

The Academy Division

Theme: Remember to Explore

Create a beautiful Floral Linear tabletop memorial design for a world traveler.

Win prize money for each category!

Get recognition in the *Professional Florist Magazine*!

Receive insight and feedback from professional evaluators!

Prizes for Student, College/ Professional Novice and Professional Divisions

- 1st - \$100, Ribbon & Certificate
- 2nd - \$50, Ribbon & Certificate
- 3rd - \$25, Ribbon & Certificate
- All winners will be featured in a special article *The Professional Florist* magazine.

Prizes for Academy Exhibition

- \$300
- Winner's plaque and name inscribed on a traveling honorary award.
- Featured contributor for five "Design Academy" articles in *The Professional Florist* magazine.



Download the official GLFA Design Contest Entry Packet at glfee.com (Design Contest tab)

For more information, contact Design Contest Chairperson Libbie Conley, CF
at libbie72@aol.com or call (810) 599-2977



GLFEE Trade Show:

Where connections are made and relationships blossom!

The GLFEE Trade Show is the biggest and best of it's kind and truly unique. It's not just about discovering new products and new suppliers, it's about the chance to interact with the people that run and often own the companies you deal with, and a chance to give your feedback face-to-face.

BACK BY POPULAR DEMAND WIN PRIZES WITH THE TRADE SHOW PASSPORT WITH POWER UP CARD: You'll receive your Passport Power Up card when you pick up your registration packet upon arrival. The Passport Power Up card will list participating exhibitors. As you shop the Trade Show, you'll get your passport stamped by each participating exhibitor. Turn in your fully stamped passports to receive one ticket to enter into the Grand Prize drawing. You can Power Up your Passport and earn one additional ticket for every \$100 dollars spent with participating exhibitors.

PROMOTE YOUR PRODUCTS AND SERVICES: Are you a vendor who hasn't registered for GLFEE 2023 yet? It's not to late! **NEW!** We now have three ways for vendors to participate in 2023! Download the 2023 GLFEE exhibitor packet at www.glfee.com and register to attend today.



GLFEE SCHEDULE AT A GLANCE

Great Lakes Floral &
Event Expo 2023 Issue
March 3-5, 2023

COLOR KEY:

Business Sessions (Green)
Hands-On Classes (Blue)
Main Stage Design Shows (Pink)
Trade Show – (Purple)

*Additional Fee Applies

FRIDAY, MARCH 3, 2022

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: How to Run a Business That Doesn't Run You Bob Negen • Sponsored by: FloristWare	River Overlook E/F
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: Arches, Backdrops, and Stage pieces that WOW Jackie Lacey • Sponsored by: BloomNet & co-sponsored by Syndicate Sales	River Overlook A/B
5:15 p.m. - 6:00 p.m.	Design Contest Registration - In partnership with FloraCraft & CalFlowers	Secchia Foyer
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student CF Prep: Fun and Funky Prom Doug Bates • Sponsored by: DWF	River Overlook A/B
7:00 p.m. - 8:00 p.m.	Business Session: Boost engagement and Sales through Better Photos for Website and Social Renato Sogueco & Jackie Lacey & Jessica Kegerreis • Sponsored by: BloomNet	River Overlook E/F
8:00 p.m. - 10:00 p.m.	Friday Night Mixer - Sponsored by: GLFF	River Overlook Foyer

SATURDAY, MARCH 4, 2023

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands-On Workshops (choose one) *Hands-On : Modern Weddings with a Twist - Jenny Thomasson • Sponsored by: Teleflora	River Overlook A
	*Hands-On: Weddings - No Filler Needed - Patience Pickner & Ace Berry • Sponsored by: Flower Shop Network	River Overlook B
	*Hands-On: Simple Southern Sympathy - Andrew Stinson • Sponsored by: Mayesh Wholesale	River Overlook C
8:30 a.m. - 10:00 a.m.	Business Session: Vision- Bob Negen • Sponsored by: FloristWare	River Overlook E/F
9:00 a.m. - 10:00 a.m.	Main Stage Business Session: The Driving Forces of Floriculture Sustainability Dr. Melinda Knuth • Sponsored by American Floral Endowment	Steelcase Ballroom A
10:00 a.m. - 5:30 p.m.	Raffle	Steelcase Ballroom B
10:00 a.m. - 4:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 10:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom B
10:30 a.m. - 2:30 p.m.	"The Grille" for Lunch (Cash & Carry)	Secchia Foyer
10:30 a.m. - 12:00 p.m.	Business Session: Easy, Inexpensive, Incredibly Effect Ways to Get New Customers Bob Negen • Sponsored by: FloristWare	River Overlook E/F
10:30 a.m. - 11:15 a.m.	Main Stage Design Show: Designer of the Year Run Off - Jerome Raska • Sponsored by: FloraCraft & CalFlowers	Steelcase Ballroom A
11:30 a.m. - 12:30 p.m.	Main Stage Business Session: Windows and Retail Displays Magic - William Santos • Sponsored by: Monarch Garden & Floral Design	Steelcase Ballroom A
12:30 p.m. - 1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom B
1:00 p.m. - 2:30 p.m.	Business Session: Mining Diamonds in Your Own Backyard - Bob Negen • Sponsored by: FloristWare	River Overlook E/F
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Sympathy Stylings - Helen Miller and Derek Woodruff • Sponsored by: Syndicate Sales	Steelcase Ballroom A
2:15 p.m. - 2:45 p.m.	Main Stage Design Show: Every Day Designs - Jennifer Linehan • Sponsored by: Certified Florist	Steelcase Ballroom A
2:45 p.m. - 3:45 p.m.	Business Session: Panel Discussion : The Whole New World of the real life florist - Brenda Sterk • Sponsored by Eastern Floral	River Overlook E/F
3:15 p.m. - 4:15 p.m.	Main Stage Design Show: Arches, Aisles, and Style - Jackie Lacey • Sponsored by: BloomNet	Steelcase Ballroom A
4:00 p.m. - 5:00 p.m.	Business Session: How to Increase Your Plant Sales Inside Your Shop and Online- Cliff McClumpha • Sponsored by: Hyacinth House	River Overlook E/F
5:30 p.m. - 6:30 p.m.	President's Reception (Trade Show floor)	Steelcase Ballroom B
6:45 p.m. - 9:00 p.m.	*Recognition and Awards Banquet Sponsored by: CalFlowers	Steelcase Ballroom A
9:00 p.m. - 11:30 p.m.	Rock & Roll Afterglow Live Classic Rock with "Straight Shot" • Sponsored by: CalFlowers	Steelcase Ballroom A

SUNDAY, MARCH 5, 2023

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands-On Workshops (choose one) * Hands-On : Wedding Wearables - Andrew Stinson • Sponsored by: Mayesh Wholesale	River Overlook A
	* Hands-On Foliage Manipulation Two - Helen Miller • Sponsored by: Syndicate Sales	River Overlook B
	* Hand-On Centerpieces and Rentals - Jennifer Linehan • Sponsored by: DWF	River Overlook C
9:00 a.m. - 10:00 a.m.	Main Stage Business Session: From Breeding to the Consumer- How Professional Designers can influence trends? Mike Huggett • Sponsored by American Takii	Steelcase Ballroom A
9:00 a.m. - 10:30 a.m.	Business Session: Management Leadership and the Creation of a Culture of Excellence: Bob Negen • Sponsored by: FloristWare	River Overlook E/F
10:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:30 a.m. - 11:30 a.m.	Main Stage Design Show: Here Comes the Bride - Jenny Thomasson • Sponsored by: Teleflora	Steelcase Ballroom A
11:00 a.m. - 12:00 p.m.	Business Session: Adopting Sustainable Practices to Engage More Customers Renato Sogueco & Jessica Kegerreis • Sponsored by: BloomNet	River Overlook E/F
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Key Note Bob Negen • Sponsored by: GLFF & FloristWare Mighty on Main Street.... The World Changing Power of Independent Retailers	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Romantic Meets Modern - Patience Pickner & Ace Berry • Sponsored by: Flower Shop Network	Steelcase Ballroom A
2:00 p.m.	Raffle Closes	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Business Session: "Lets Talk Social Media...for Reels" - Samantha Belogna • Sponsored by: St. Ignace in Bloom	River Overlook E/F
2:30 p.m. - 3:30 p.m.	Main Stage Design Sho: Everyday Extraordinary Designs - Jacob McCall • Sponsored by: FTD	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Sustainability in Floriculture Workshop & Discussion Dr. Melinda Knuth • Sponsored by American Floral Endowment	River Overlook E/F
3:45 p.m. - 7:00 p.m.	Tear Down/Move Out	

REGISTER ONLINE at www.glfee.com

Call (517) 575-0110 with any questions.

Company Name:	Company Contact:
Address:	City:
Phone:	Fax:
E-mail:	Web Site:
State:	
Zip:	
Tax ID#:	



Great Lakes Floral & Event Expo

DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL
Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503
Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503

March 3-5 2023

Limited seating is available for Design Workshops, and Saturday Evening Banquet. You will be contacted ONLY if the class or event is filled to capacity. **NO Confirmations will be sent.** To participate in the Design Workshops and other activities you MUST purchase a Flower Event Pass (four types available).

Save by registering your entire staff with the WEEKEND SHOP FLOWER EVENT PASS where all your employees can attend for one low price. (members only)!

Great Lakes Floral & Event Expo											
DEVOS PLACE & THE AMWAY GRAND PLAZA HOTEL Devos Place • 303 Monroe Ave NW • Grand Rapids, MI 49503 Amway Grand Plaza • 187 Monroe Ave NW • Grand Rapids, MI 49503											
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Save by registering your entire staff with the WEEKEND SHOP FLOWER EVENT PASS where all your employees can attend for one low price. (members only)!											
*Does not include any optional events)											
Best Buy											
OPTIONAL EVENTS											
Friday											
Saturday											
Sunday											
TOTAL EVENTS											
REGISTRATION TOTAL											