



2024 Great Lakes Floral & Event Expo

Official Program

www.glfee.com

www.greatlakesfloralassociation.org

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GLFEE
Program:



TRADE SHOW HOURS:

Saturday: 10:00 am - 4:30 pm

Sunday: 10:00 am - 2:30 pm

The Great Lakes Floral Association would like to **THANK** the following companies who have sponsored the presenter expenses, cut flowers, cut greens, blooming plants, green plants, and hard goods, for the Great Lakes Floral & Event Expo. They are the reason your registration fees are kept so low! Thank You!

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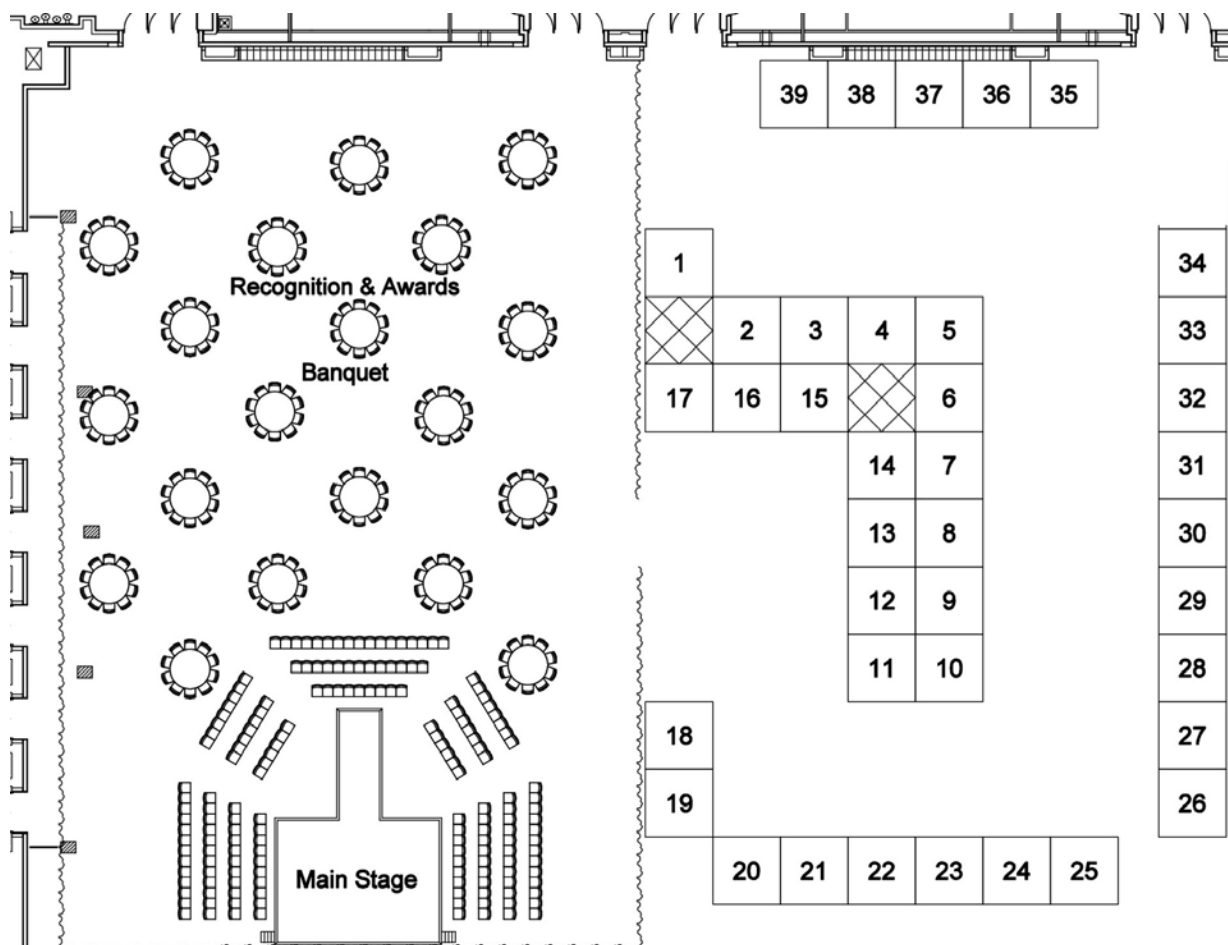
2024 Trade Show Support GLFEE Vendors!

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.

Organization	Booth#
AIFD NC	37
Albin Hagstrom & Sons	6
American Floral Endowment	16
American Takii	13
BloomNet	30,31
Certified Florist (CF)	34.5
ConnectPay	9
Connie Duglin Linen	10
Crockett Myers & Associates	27
Details Flowers Software	18
DWF	29
Fleur University	7
FloraCraft	28
FloristWare	26
Flower Clique	24
Flower Shop Network	20,21
FTD	39

Organization	Booth#
Great Lakes Lavender Farm	34
Hyacinth House	17
Kennicott Brothers	19
WestRock John Henry	38
Mains Importing	1,2
MHI Fund	8
Norman Smith Enterprises	12
Pagoda House Peonies	11
Reliant Ribbon	25
Retailers Processing Network	23
Roadrunner Sympathy Plaques	3
Smithers Oasis	35
Syndicate Sales	4, 5
Teleflora	14, 15
True North Candle Company	22
WhizBang Training	32,33
Zenned Out Kombucha	36



GLFEE 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 1, 2024

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: Working Smarter...A Full Day's Journey will help you Map Success in 2024 w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook E/F
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: "The Business of Creativity" Hands on Master Class w/Rene Van Rems, Sponsored by: WFC & GLFF & Mayesh	River Overlook A/B
3:00 p.m. - 5:00 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: Fairy Bouquet w/Cara Knapp, Sponsored by: DWF	River Overlook A
7:00 p.m. - 8:00 p.m.	Business Session: Learn How Petal it Forward! w/Stephanie Brady, Sponsored by: Society of American Florists	River Overlook E/F
8:00 p.m. - 10:00 p.m.	Mix and Mingle Sponsored by: DWF	River Overlook Foyer

SATURDAY, MARCH 2, 2024

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: Midnight Foam is in the "Know" w/Alejandro Figueira Fernandes, Sponsored by: BloomNet	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: Elegant Accents: The Art of Corsage & Pocket Square Crafting w/Michelle Soupley, Sponsored by: Mayesh	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: "Brand Practice" w/Derek Woodruff, Sponsored by: Syndicate Sales	River Overlook C
9:00 a.m. - 10:00 a.m.	Main Stage Design Show: Modus Operandi w/Jerome Raska, Sponsored by: AIFD North Central Chapter	Steelcase Ballroom A
9:00 a.m. - 10:00 a.m.	Business Session: Treat your Business like your Car! w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
9:00 a.m. - 10:00 a.m.	Business Session: "Using your Financial Statements to Make More Money" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook F
10:00 a.m. - 5:30 p.m.	Silent Auction	Steelcase Ballroom A
10:00 a.m. - 4:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 10:30 a.m.	Visit Vendors	Steelcase Ballroom B
10:15 a.m. - 11:00 a.m.	Main Stage Design Show: Designer of the Year Run Off w/Jerome Raska, Sponsored by: FloraCraft & CalFlowers	Steelcase Ballroom A
10:30 a.m. - 2:30 p.m.	"The Grille" for lunch (Cash & Carry)	Secchia Foyer
10:30 a.m. - 11:30 a.m.	Business Session: What's Your Leadership Style? w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook E
10:30 a.m. - 11:30 a.m.	Business Session: Stand Out! Uniqueness Is Your Competitive Advantage w/Bob Negan, Sponsored by: Whiz Bang	River Overlook F
11:00 a.m. - 11:30 a.m.	Visit Vendors	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: "Bloomed in Love" w/Cindy Tole, Sponsored by: Teleflora	Steelcase Ballroom A
12:00 p.m. - 12:30 p.m.	Owner/Manager Vendor Time	Steelcase Ballroom B
12:30 p.m. - 1:00 p.m.	Visit Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Elevating Everyday Floral Artistry for Profit w/Doug Bates, Sponsored by: FloristWare	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Why is Sustainability Blooming? w/Renato Sogueco & Jackie Lacey, Sponsored by: BloomNet	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Camera, Canva, Cash: The Recipe for Flourishing Online w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook F
2:00 p.m. - 2:30 p.m.	Visit Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Floral Event Elegance with Sandy Schroeck w/Sandy Schroeck, Sponsored by: Smithers Oasis	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Tired of Paying for all that Advertising? w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
2:30 p.m. - 3:30 p.m.	Business Session: "Using your Financial Statements to Make More Money" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	River Overlook F
3:30 p.m. - 4:30 p.m.	Visit Vendors	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Business Session: How to Find, Hire, and KEEP Great People w/Bob Negan, Sponsored by: Whiz Bang	River Overlook E
4:30 p.m. - 5:30 p.m.	Main Stage Design Show: Blooms Unveiled: Deborah's Retail Floristry Revelations w/Deborah De La Flor, Sponsored by: FTD	Steelcase Ballroom A
6:00 p.m. - 7:00 p.m.	President's Reception (Trade Show floor)	Steelcase Ballroom B
7:15 p.m.	*Recognition and Awards Banquet	Steelcase Ballroom A
7:15pm - 7:30pm	Keynote: at Banquet: Petals of Progress: Insights on the State of the Industry w/Kate Penn, Sponsored by: Society of American Florists	

SUNDAY, MARCH 3, 2024

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: Hand-tied: Bridal Bouquets from Basic to Bountiful w/Lisa VandenMeer CF, Sponsored by: Mayesh	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: Event Centerpiece w/Sandy Schroeck, Sponsored by: Smithers Oasis	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: Elements and Principles for PROFITABLE Sympathy w/Doug Bates, Sponsored by: FloristWare	River Overlook C
9:30 a.m. - 10:30 a.m.	Business Session: Treat your Business like your Car! w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
9:30 a.m. - 10:30 a.m.	Business Session: What's Your Leadership Style? w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook F
10:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom B
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Maintain to Sustain: Statements to Events w/Alejandro Figueira Fernandes, Sponsored by: BloomNet	Steelcase Ballroom A
10:30 a.m. - 11:00 a.m.	Owner/Manager Vendor Time	Steelcase Ballroom B
11:00 a.m. - 12:00 p.m.	Visit Vendors	Steelcase Ballroom B
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Keynote: Soil to Self: Nurturing Growth, Empowerment, and Blossoming our Roots w/Dr. Breigh Jones-Coplin, Sponsored by: Syndicate Sales	Steelcase Ballroom A
12:45 p.m. - 1:00 p.m.	Visit Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: "The Business of Creativity" w/Rene Van Rems, Sponsored by: WFC & GLFF	Steelcase Ballroom A
2:00 p.m.	Silent Auction Closes	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Tired of Paying for all that Advertising? w/Shirley Lyons, Sponsored by: GLFF	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Why is Sustainability Blooming? w/Renato Sogueco & Jackie Lacey, Sponsored by: BloomNet	River Overlook F
2:00 p.m. - 2:30 p.m.	Visit Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: "If it Don't Make Dollars it Don't Make Sense" w/Ace Berry, Sponsored by: Flower Shop Network	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: Camera, Canva, Cash: The Recipe for Flourishing Online w/Lori Wilson & Ellie LaFever, Sponsored by: Flower Clique	River Overlook E
2:30 p.m. - 3:30 p.m.	Business Session: Foundations for Building Healthy Relationships w. Dr. Breigh Jones-Coplin, Sponsored by: Syndicate Sales	River Overlook F

MONDAY MARCH 4, 2024

9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: "Floral Wearables in the World of Photography and Marketing" w/Ace Berry, Sponsored by: Flower Shop Network	Monroe A DeVos Place
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Midnight Foam is in
the “Know”

ALEJANDRO FERNANDES

Saturday 8:00 am

River Overlook A



Why is Sustainability
Blooming?

RENATO SOGUECO
JACKIE LACEY

Saturday 1:00 pm

River Overlook E



is proudly sponsoring two Hands-On Workshops & the Friday Night Mixer at the 2024 Great Lakes Floral & Event Expo



Friday

MARCH 1st

7pm - 8pm

River Overlook Room A/B

Cara Knapp • CF

Hands-On Workshop:
“Fairy Bouquet”

Friday

MARCH 1st

8 pm - 10pm

River Overlook Foyer

**FRIDAY NIGHT
MIXER**

Saturday

MARCH 2nd

8am - 10am

River Overlook Room B
Michelle Soupley • AIFD, CFD

Hands-On Workshop:
“Elegant Accents”

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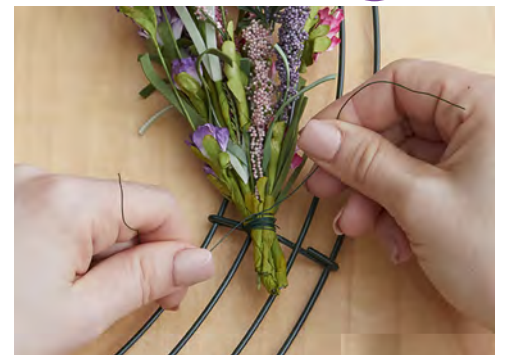
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GLFEE Design Session

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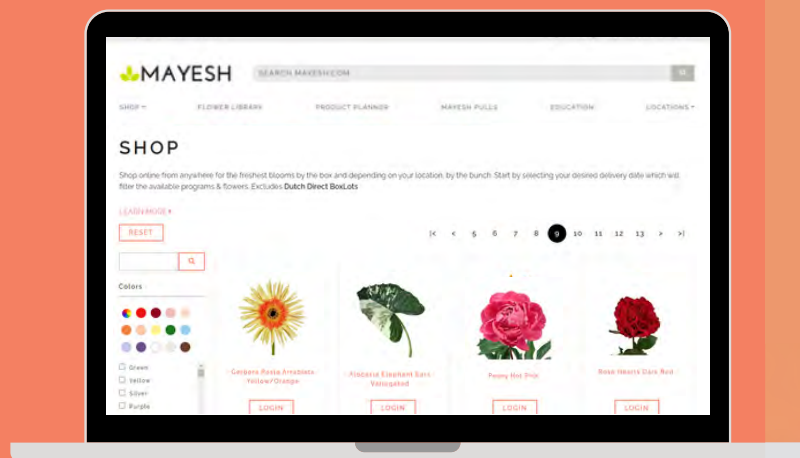
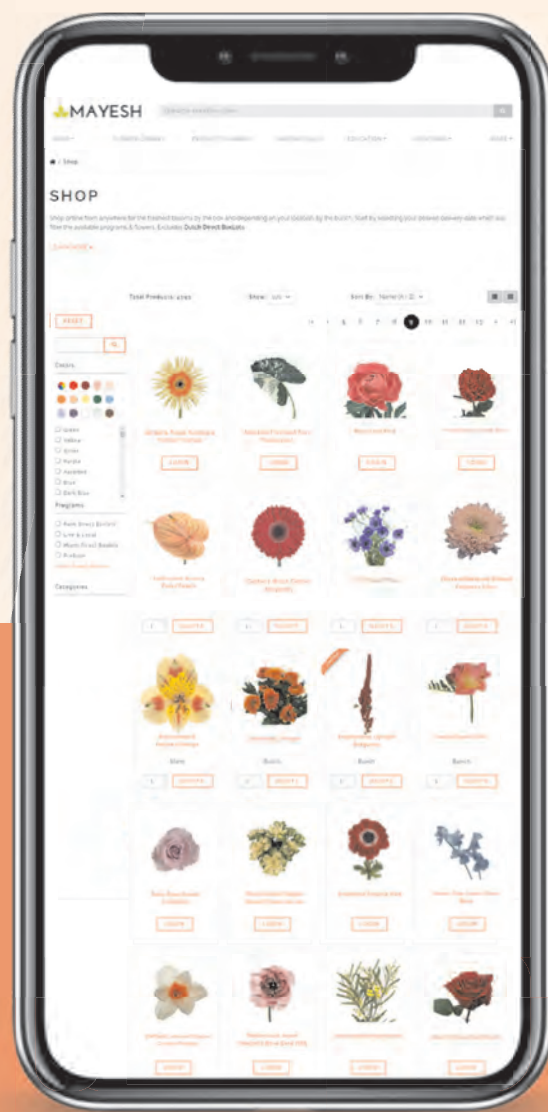


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- **Continued education** through grants, free webinars, our Thrips & Botrytis Research library, and our latest Sustainability project, Sustainabloom, providing guides and resources for all

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Don't Miss the GLFEE Session Featuring AFE-Funded Research on Sustainability:

Why is Sustainability Blooming?

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

Date: March 2, 1-2 PM

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Know Before You Go - Grand Rapids

Get ready for your conference in Grand Rapids with four tips for great deals, things to do and ways to get around. See you soon!



Photo by Michael Moran

2. Beer City USA

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1. Attendee Exclusives

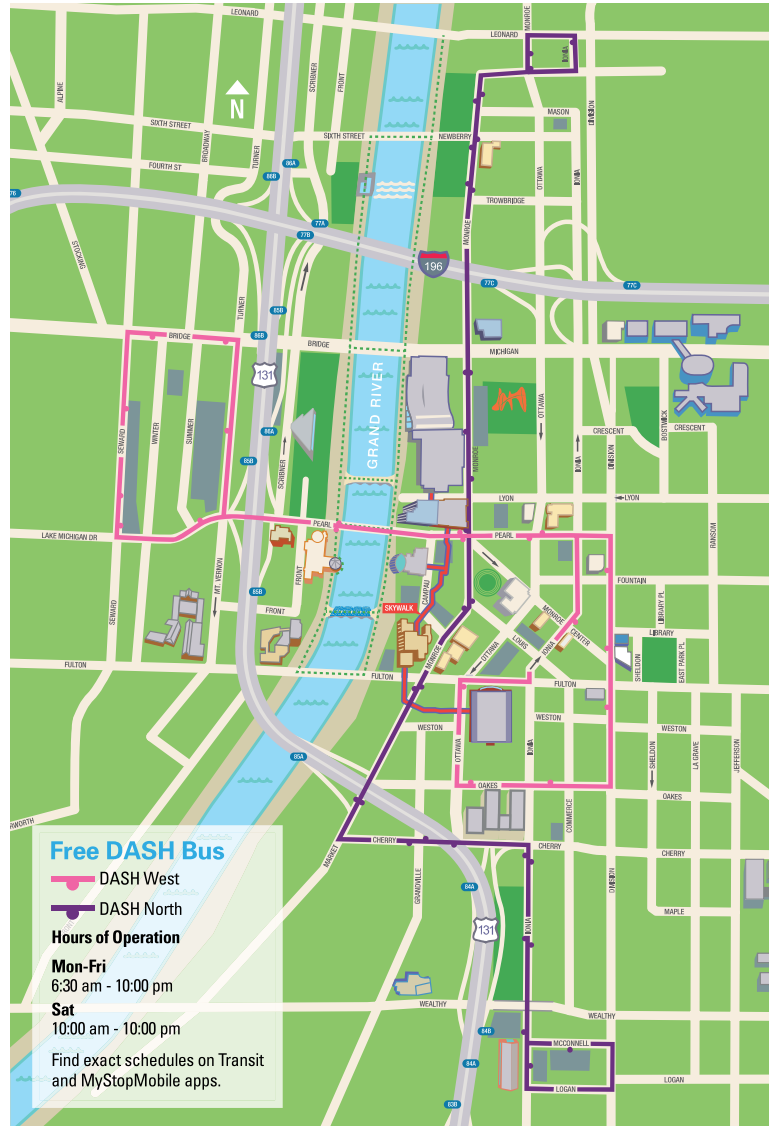
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3. Downtown

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4. Free DASH Bus

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Experience
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