

GLFEE SPONSORS

Great Lakes Floral &
Event Expo 2022 Issue
March 4-6, 2022



2022 EVENT SPONSORS!

The Great Lakes Floral Association would like to extend their 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.

A special thank you to our GLFEE sponsors listed below. Please show your support by visiting with them at the Trade Show, attending the programs they have sponsored, and by purchasing their products and services.

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Platinum



Gold



Silver





Great Lakes Floral & Event Expo 2022 Issue

the professional florist | volume I 2022 ✨

GLFEE PRESENTERS



DOUG BATES AIFD, CF owner and lead designer for Designs By Vogt's in Sturgis, MI, has received numerous awards in the floral industry, including the Michigan Designer of the Year, Young Person of the Year.



ACE BERRY AIFD, PFCI, TMF owner of Fulshear Floral Design in Fulshear, TX, has become a very recognizable face in floral design since appearing on HBOmax's Full Bloom. His show his passion through his signature style of vibrant colors and an uplifting attitude.



ANGELA CHRISTIE CF has been a floral designer for almost two decades where she works in a small family owned and operated shop in Northern Michigan.



CORDELL CROWLEY has worked in the SEO industry for over 4 years and now leads the FSN Google Services team as the Google Services Manager.



MADDIE GOODE joined Crystal Media in 2019 as a Facebook and Instagram Ads Manager. Maddie combines her interest in championing small businesses with her passion for educating, training and entertaining.



JACKIE LACEY, AAF, AIFD, CFD, PFCI has over thirty years of experience. Jackie utilizes his experience through his current position as Director of Education and Industry Relations with Floriology. BloomNet



JOYCE MASON-MONHEIM AAF, AIFD, AzMF, PFCI, CFD, has been involved in the floral industry for over 40 years. Regarded as one of the most noteworthy designers and educators Joyce has received many accolades for her innovative talents.



DERRICK P. MYERS, CPA, CFP, PFCI has dedicated the past 35 years to developing financial strategies which are unique in the floral industry. His strategies have proven instrumental in increasing the profitability of many florists.



HELEN MILLER AIFD, CF, CFD, PFCI has owned a her retail florist shop in Adrian, Michigan for over thirty-five years. Combining her love of nature and desire for further education, she has taught floral workshops all over the United States.



SKEETER PARKHOUSE has been designing for over 25 years. He has worked and managed several Michigan flower shops and event companies and is now working at Wasserman's Flowers and Gifts as event coordinator and merchandising manager.



JEROME RASKA AAF, AIFD, CF, CFD, PFCI Jerome has been in the floral industry for over 30 years. As a Teleflora Education Specialist he shares his experiences being a successful entrepreneur with florists, garden clubs and suppliers across the country.



WILLIAM SANTOS has owned Monarch Garden & Floral in Petoskey, MI for the last fourteen years. With over 25 years of design experience he is a strong believer in education and continued learning.



RENATO CRUZ SOGUECO AAF, PFCI serves as Vice President of Digital Strategy and Education at BloomNet, where his primary role is to help florists build web sales and engage their customers by developing customized services and solutions.



TONJA VANDERVEEN AIFD, CF has been in the floral industry for over 30 years. She is owner and principle designer at Designing Dreams Floral and Tuxedo in Grand Rapids, MI.



LAURIE WAREHAM Laurie is active in serving on several boards in various organizations and is current past President of Ikebana International-Milwaukee, Chapter #22.



J. KEITH WHITE AIFD, CFD, is known for his floral vision and extraordinary designs. Through his numerous roles, Keith has helped to redefine floristry as a service of luxury merchandise in a global marketplace.



DEREK WOODRUFF AAF, AIFD, CF, CFD, PFCI is well known for being a speaker who specializes in "today's consumer" connecting and engaging them through demonstrations, subscription services and hands-on workshops.

FRIDAY MARCH 4 GLFEE ALL-DAY SESSIONS

Great Lakes Floral &
Event Expo 2022 Issue
March 4-6, 2022



ALL-DAY BUSINESS SESSION: FROM INCEPTION TO SALE: MAKING YOUR BUSINESS WORTHWHILE

Spend the day with Floral Business Coach and Accountant Derrick P. Myers, CPA, CFP, PFCI and learn techniques that will help you:



- Setup and structure your company to ensure success.
- Select and motivate the best employees.
- Use your financial statements to maximize your ability to analyze your business.
- Uncover the KPI's that you must hit to maximize profit.
- Learn the valuation process and simple guidelines to estimate the value of your business.
- Discuss selling options and how you get to keep the most money.

SPONSORED BY:
Crockett, Myers and
Associates

PRESENTED BY: Derrick
Myers CPA, CFP, PFCI

9:30 a.m. - 4:30 p.m.
River Overlook E/F
Additional fee applies

WHAT TO BRING TO THE BUSINESS SESSION:

Bring a set of your financial statements (including a Balance Sheet and Profit & Loss statement), and sales reports for the same time period as your financial statements.

SPONSORED BY:
FloristWare

PRESENTED BY:
Doug Bates AIFD, CF

9:30 a.m. - 4:30 p.m.
River Overlook A/B
Additional fee applies

ALL-DAY DESIGN HANDS-ON WORKSHOP: INSPIRATIONAL WEDDING BOUQUETS, ARMATURES AND FLOWERS-TO-WEAR



During this all-day, hands-on workshop you will be inspired with new ideas and master techniques for creating trend-setting bridal bouquets and flowers-to-wear. Plan to create a dazzling bridal bouquet, practice how to make the foundation structures, and walk away with lots of great ideas from this information-packed, hands-on workshop.

WHAT TO BRING TO THE HANDS-ON WORKSHOP:

Basic design tools: knife, scissors, wire cutters, pruner, needle nose pliers.



FFA STUDENT CF PREPARATION HANDS-ON WORKSHOP: A FLORAL CONUNDRUM

What happens when you don't have what the customer wants? What happens when you're low on flowers and have to improvise on the spot? FFA Students will learn how to design beautiful, salable designs using limited products and unusual assortments.

WHAT TO BRING TO THE HANDS-ON WORKSHOP:

Basic design tools: knife, scissors, wire cutters, pruner.

SPONSORED BY:
Great Lakes Floral Foundation

PRESENTED BY:
Angela Christie CF

7:00 p.m. - 8:00 p.m.
River Overlook A
Additional fee applies



GreatLakesFloral
FOUNDATION



Great Lakes Floral & Event Expo 2022 Issue

the professional florist | volume I 2022 *

2022 GLFEE SPECIAL EVENTS

FRIDAY

Friday Night Mixer: Mix and Mingle at Club Inspiration

Friday, March 4

8:00 p.m. - 10:00 p.m.

River Overlook Foyer



Welcome to the Great Lakes Floral and Event Expo! Join fellow partygoers in the Overlook Foyers for music, dancing, games, cash bar and snacks. Don't miss this chance to say hello to old friends and meet new ones as we share inspiration and cocktails with your industry peers.

SUNDAY

Sunday Luncheon and Annual Meeting

Sunday, March 6

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

Come break bread and network with your fellow GLFA members and GLFEE attendees. Lunch is included in your registration.



SATURDAY

Recognition Reception and Banquet: Cosmic Rhythm.... An Evening in the Next Galaxy

Saturday, March 5

6:00 p.m. - 6:45 p.m. Reception in the Trade Show

6:45 p.m. - Banquet Steelcase Ballroom B

Join fellow attendees as we adventure together into the next galaxy filled with twinkle lights and great vibes. The journey will be a fun filled networking experience and include the induction of the new Certified Florist members as well as the 2022 Design Contest winners and the GLFA Industry Award winners along the way. This is an evening not to be missed!

*Additional fee applies



ALL WEEKEND

Ikebana Exhibition:

Friendship Thru Flowers: The Ikebana Way



Presented by: Laurie Wareham,
Sponsored by: The Ichiyo School of
Ikebana, Tokyo, Japan
Friday, March 4, - Sunday, March 6.
Opens each day at 8:00 a.m.
Secchia Foyer

Silent Auction

The Silent Auction is filled with incredible items such as wine and dine experiences, tickets to concert and sporting events, and Designer for a Day opportunities. 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.

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.



AIFD Awareness:

North Central AIFD Chapter members will showcase their talents with blooming displays located in the Amway Walkway open all weekend.

GLFEE SESSION DETAILS

Great Lakes Floral &
Event Expo 2022 Issue



KEY:

Business Sessions (Green)

Main Stage Shows (Pink)

Hands-On Classes (Blue)

***Additional fee applies**

Friday, March 4

*All Day Business Session: From Inception to Sale Making your Business Worthwhile

Presented by: Derrick Myers CPA, CFP, PFCI • Sponsored by: Crockett, Myers and Associates • 9:30 a.m. - 4:30 p.m. • River Overlook E/F
Spend the day with Floral Business Coach and Accountant Derrick P. Myers, CPA, CFP, PFCI and learn techniques that will help you: Setup and structure your company to ensure success, select and motivate the best employees, uncover the KPI's to maximize profit, learn the valuation process and guidelines to estimate the value of your business and discuss selling options and how you get to keep the most money. Crockett Myers
Helping Your Profit Grow

*Hands-On Workshop: Inspirational Wedding Bouquets, Armatures and Flowers To Wear

Presented by: Doug Bates AIFD, CF • Sponsored by: FloristWare
9:30 a.m. - 4:30 p.m. • River Overlook A/B

During this all-day, hands-on workshop you will be inspired with new ideas and master techniques for creating trend-setting bridal bouquets and flowers-to-wear. Plan to create a dazzling bridal bouquet, practice how to make the foundation structures, and walk away with lots of great ideas from this information-packed, hands-on workshop.

*Bring your tools



*Hands-On Workshop: A Floral Conundrum: FFA Student CF Prep

Presented by: Angela Christie CF • Sponsored by: GLFF
7:00 p.m. - 8:00 p.m. • River Overlook A

What happens when you don't have what the customer wants? What happens when you're low on flowers and have to improvise on the spot? FFA Students will learn how to design beautiful, salable designs using limited products and unusual assortments.

*Bring your tools



Saturday, March 5

*Hands-On Workshop: Creating Adaptive Mechanics

Presented by: Joyce Mason Monheim AAF, AIFD, AzMF, PFCI

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

Adapting mechanics to meet the needs of environmental awareness can be challenging. Sourcing ideas for design mechanics is vital and will be discussed along with the opportunity to put these techniques into practice through hands-on applications. An emphasis on techniques to meet the needs and standards for sustainability will be the takeaway from this workshop. *Bring your tools



*Hands-On Workshop: Wrap It Up

Presented by: Jackie Lacey AAF, AIFD, CFD, PFCI & Derek Woodruff AAF, AIFD, CF, PFCI • Sponsored by: Floriology Powered by BloomNet & Syndicate Sales • 8:00 a.m. - 10:00 a.m. • River Overlook B

Spiral hand-tied bouquets are challenging for the best designer. Add to this the need to create your individual brand and the frustration mounts. Join us as we criss-cross around the techniques of spiral hand-tied bouquets and then put the cherry on top with the wrap, strap and accessorize.

*Bring your tools



*Hands-On Workshop: Wedding A New Perspective

Presented by: Tonja VanderVeen AIFD, CF • Sponsored by: DWF

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

When it

comes to wedding bouquets every trend has its "expected" design and flowers. Let's give the traditional bridal bouquet a creative twist and modern feel. We'll have fun transforming the usual bouquet with a fresh new perspective.

*Bring your tools



Business Session: Stop the Scroll! Content that connects and converts



Presented by: Maddie Goode • Sponsored by: Floriology Powered by BloomNet • 9:00 a.m. - 10:00 a.m. • River Overlook E/F

Join Maddie Goode in this seminar and learn about the importance of brand building and go-to tools that makes creating content easy. You'll gain content ideas that will get your customers clicking and engaging along with the best apps and tools to level up your content and much, much more.

Main Stage Design Show: Flowers..Lights..Action..Party On!



Presented by: Keith White AIFD • Sponsored by: FTD inc

10:15 a.m. - 11:15 a.m. • Steelcase Ballroom B

From a grand event to a simple celebration, Keith reveals how to develop creative designs in a series of themes and color choices for optimum impact. Visualize the creations of Keith's vast experience in the genre of special events and learn how to generate repeat business in this niche market. In addition, learn new trends in table top designs, including tips for profitable party planning and execution.

Business Session: Navigating the World of Freelance Design

Presented by: Corrine Heck • Pannellist: Samantha Belonga, William Santos, Amber Kirkland • Sponsored by: Details Flowers Software • 11:30 a.m. - 12:30 p.m. • River Overlook E/F

Navigating the world of freelance floristry can be difficult. Qualifying candidates, setting pay rates, and scheduling can quickly become a tedious task for freelancers and business owners alike. During this session, the professional panel will explore all the items to consider prior to hiring your next freelancer, or accepting that next gig. The discussion will include getting the most out of your freelance relationships, ways to promote your skills, requirements and expectations, and cover state restrictions and requirements.



Business Session: Incentive Plans that Motivate

Presented by: Derrick Myers CPA, CFP, PFCI • Sponsored by: Crockett, Myers and Associates • 1:00 p.m. - 2:00 p.m. • River Overlook E/F

Your long-term ability to retain top talent is dependent on how you reward employees. Floral businesses with solid incentive programs in place are finding they can compete with large corporations for talent and drive higher sales and profits. Discover how an incentive program revolutionized one florist's business and how you can scale a program based on your business size and model.



Main Stage Design Show: Weddings of the Roaring 20's

Presented by: Ace Berry AIFD, PFCI • Sponsored by: Flower Shop Network • 1:00 p.m. - 2:00 p.m. Steelcase Ballroom B

With bright vibrant colors and cutting-edge designs, Ace will showcase weddings that were influenced by our past all while moving us into the future.





GLFEE SESSION DETAILS

Saturday, March 5 continued

Business Session: Oh My Google!

Presented by: Cordell Crowell • Sponsored by: Flower Shop Network
2:30 p.m. - 3:30 p.m. • River Overlook E/F

Not sure how to handle Google reviews? No worries! We're here to help you navigate the wide world of Google Reviews. The ups, the downs, the middles, we've seen it all and have the tools you need to be successful. Join FSN's Google Manager Cordell Crowley and learn how to manage the complexities of Google Reviews and some helpful tips and tricks.



Main Stage Design Show: Designer of the Year Run Off

Presented by: Jerome Raska AAF, AIFD, CF, PFCI & Libbie Deering CF
Sponsored by: CalFlowers & FloraCraft • 3:45 p.m. - 4:45 p.m.
Steelcase Ballroom B

Five outstanding floral designers will compete, live on stage, for the coveted title of GLFA Designer of the Year. You'll want to get a front row seat and cheer for your favorite designer on as they showoff their talents during this exciting competition.



Business Session: DIGITAL BRANDING – A to Gen Z

Presented by: Renato Sogueco, AAF, PFCI • Sponsored by: Floriology powered by BloomNet • 4:00 p.m. - 5:00 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.



Sunday, March 6

Business Session: Visual Merchandising & Display

Presented by: William Santos • Sponsored by: Monarch Garden and Floral Designs • 8:00 a.m. - 9:00 a.m. • River Overlook E/F

If your shop needs a little sprucing up or a total re-do this is the class is for you. Optimize the presentation of your products, showcase the services you offer and make your store an experience your customers will love. The purpose of this class is to give you the tools to attract, engage, and motivate the customer towards making a purchase.



*Hands-On Workshop: Introduction to Ikebana

Presented by: Laurie Wareham • Sponsored by: GLFF •
8:00 a.m. - 10:00 a.m. • River Overlook A

During this workshop participants will gain an Introduction of Ikebana by the Ichiyo school teaching's. In this introductory workshop participants will explore the fundamentals of Ikebana, Ikebana basics, and a brief history of Ikebana.

*Bring your tools



*Hands-On Workshop: Foliage Manipulation

Presented by: Helen Miller AIFD, CF, PFCI

Sponsored by: DWF • 8:00 a.m. - 10:00 a.m. • River Overlook B

This class will focus on different methods of leaf manipulation that give your everyday floral 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: Wedding Bouquets

Presented by: Skeeter Parkhouse • Sponsored by: GLFF
8:00 a.m. - 10:00 a.m. • River Overlook C

Attendees will learn hand-tied trends for 2022. Mixed greenery and dried flowers are becoming increasingly popular. In this class students will incorporate these trending products with fresh flowers learning how to create the bouquets that today's brides are looking for.

*Bring your tools



Business Session: Lessons We Learned From COVID

Presented by: Derrick Myers CPA, CFP, PFCI
Sponsored by: Crockett, Myers and Associates
9:30 a.m. - 10:30 a.m. • River Overlook E/F

When COVID first hit home in early March of 2020 most florist braced for the worst, but it turned out that with some planning, strategic marketing, and costs cutting, many florists have made 2020 & 2021 their most profitable years EVER. During this session we will look at many of the strategic steps that were taken and how they can be applied going forward to make the future even brighter.



Main Stage Design Show: Designing for the Ages and the Generational Market

Presented by: Jackie Lacey AAF, AIFD, CF, PFCI & Derek Woodruff AAF, AIFD, CF, PFCI • Sponsored by: Floriology Powered by BloomNet & Syndicate Sales • 10:30 a.m. - 11:30 a.m.
Steelcase Ballroom B

Each generation approaches what they do and how they shop in a different manner. Designing for and marketing to a specific consumer group takes know-how, planning and the ability to understand what drives each generation. With the perspective of two generations, Jackie and Derek we will demonstrate what design styles attract each, while sharing data from recent AFE purchasing and consumer preference studies.



Main Stage Design Show: The Shifted Landscape of Weddings

Presented by: Joyce Mason-Monheim AAF, AIFD, AzMF, PFCI •

Sponsored by: Teleflora • 1:00 p.m. - 2:00 p.m. • Steelcase Ballroom B

The past years of pandemic related influences had changed the landscape of how weddings are being planned and adjusted. The focus now is on what's important to the bride and groom, individuality and personality and emphasis on a guest-centered mindset of gathering safely and escapism. Immerse yourself into 3 trend collections that will include the latest 2022 color trends, floral design style changes and product popularity with sustainability and profitability in mind.



Main Stage Design Show: Sustainable Products, Processes and Practices

Presented by: Derek Woodruff AIFD, CF, PFCI

Sponsored by: Syndicate Sales
2:30 p.m. - 3:30 p.m. • Steelcase Ballroom B

Get ahead of the curve by implementing these sustainable trends in operating, designing, and marketing within the floral industry. From environmentally conscious products and packaging to their application in your business, these products, processes and practices can set your business up for long-term success and versatility.



2022 GLFA ANNUAL DESIGN CONTEST

Great Lakes Floral & Event Expo Friday, March 4, 2022



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 professional recognition, and gain publicity for themselves and their business.

Student Division (High School Level)

Theme: Uplift and Gift

Choose an inspirational quote of your choice and create an 8x10 floral frame suitable to display and give as a gift for a friend.

College / Professional Novice

Theme: Zen-spirational

Create a zen inspired floral design appropriate for a day spa/wellness center.

Professional Division

Theme 1: A Living Inspiration

Create a sympathy tribute for a historical figure. Choose complementary colors (2 colors that are opposite from each other on the color wheel) for your design.

Theme 2: Inspired by Interior

What is your inspiration for your home decor? Are you a minimalist, rustic, coastal, shabby chic, modern type? There are 20 classic interior design styles. Tell us yours and create a floral de-sign that is fitting of your decor choice for a kitchen island.

Theme 3: "B" Inspirational

Your book club just finished reading the book of the month. It's your turn to bring the hostess gift for the next meeting. Create a one of a kind gift with fresh flowers.

Theme 4: Surprise Package!

Design on the spot. You must enter all other professional themes to enter into the Surprise Package on spot design competition, Friday evening March 4, 2022 at 6:00pm for 1/2 hour. All materials will be provided for contestants. Bring your tools for this competition!

The Academy Division

Theme: Aspire to Inspire

Create a 3D tabletop Floral Rangoli to welcome and inspire our attendees at GLFEE!

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

Prizes for Academy Exhibition

- \$300
- Winner's plaque and name inscribed on a traveling honorary award.
- Featured contributor for six "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

GLFEE Trade Show:

Where connections are made and relationships blossom!

SHOP AND SUPPORT

Visit with your favorite wholesalers, suppliers and service providers at the GLFEE Trade Show. See new products and discover ways to grow your business through partnerships with these fine supporters of the GLFEE. Each day will feature "Trade Show Only" opportunities where you can shop the Trade Show without missing any of the amazing programs and workshops being offered.

TRADE SHOW THEATER

Join exhibitors on Saturday and Sunday (schedule to be announced) as they present short educational sessions featuring their latest and greatest products, paired with inspirational ideas, presented by some of your favorite floral personalities.

PROMOTE YOUR PRODUCTS AND SERVICES

Haven't reserved your booth for GLFEE 2022? Download the 2022 GLFEE exhibitor packet at www.glfee.com and sign up today.

WIN PRIZES WITH THE TRADE SHOW PASSPORT WITH POWER UP CARD

Stop by the registration booth and pick up your Passport Power Up card. 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.

KEEP UP-TO-DATE ON WHAT'S HAPPENING:

**NEW
THIS YEAR!**

New for 2022 is an automated Text Message service. Attendees who provide their cell phone number when registering will receive automated text messages throughout the event. This new service will ensure you are aware of what is going on at all times and that you never miss your favorite session. You will have the option to opt-out/unsubscribe at anytime.



GLFEE SCHEDULE AT A GLANCE

Great Lakes Floral &
Event Expo 2022 Issue



COLOR KEY:
Business Sessions (Green)
Hands-On Classes (Blue)
Main Stage Shows (Pink)
NEW EVENTS (Orange)
Trade Show – (Purple)
*Additional Fee Applies

FRIDAY, MARCH 4, 2022

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:30 a.m. - 4:30 p.m.	*Business Session: From Inception to Sale Making your Business Worthwhile – Derrick Myers (Crockett, Myers and Associates)	River Overlook E/F
9:30 a.m. - 4:30 p.m.	*Hands-On Workshop: Inspirational Wedding Bouquets, Armatures and Flowers To Wear – Doug Bates (FloristWare)	River Overlook A/B
4:00 p.m. - 6:00 p.m.	Design Contest Registration (CalFlowers & FloraCraft)	Secchia Foyer
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student CF Prep: The Floral Conundrum – Angela Christie (GLFF)	River Overlook A
8:00 p.m. - 10:00 p.m.	Mix and Mingle Reception (MHI Fund)	River Overlook Foyer

SATURDAY, MARCH 5, 2022

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)	
	* Creating Adaptive Mechanics -Joyce Mason-Monheim (Teleflora)	River Overlook A
	* “Wrap it Up” – Jackie Lacey & Derek Woodruff (Floriology Powered by BloomNet & Syndicate Sales)	River Overlook B
	* “Wedding A New Perspective” – Tonja VanderVeen (DWF)	River Overlook C
9:00 a.m. - 10:00 a.m.	Business Session: Stop the Scroll! Stand Out in the Feed with Content that Connects and Converts	
	Maddie Goode (Floriology powered by BloomNet)	River Overlook E/F
10:00 a.m. - 5:30 p.m.	Raffle	Steelcase Ballroom A
10:00 a.m. - 4:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m. - 10:15 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
10:15 a.m. - 11:15 a.m.	Main Stage Design: Flowers..Lights..Action..Party On! – Keith White (FTD)	Steelcase Ballroom B
11:15 a.m. - 11:30 a.m.	Trade Show Shopping Only	Steelcase Ballroom A
11:30 a.m. - 12:30 p.m.	Business Session: Navigating the World of Freelance Designing – Corrine Heck (Details Flowers Software)	River Overlook E/F
12:30 p.m. - 1:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Incentive Plans that Motivate – Derrick Myers (Crockett, Myers and Associates)	River Overlook E/F
1:00 p.m. - 2:00 p.m.	Main Stage Design: Weddings of the Roaring 20's – Ace Berry (Flower Shop Network)	Steelcase Ballroom B
2:00 p.m. - 2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:30p.m. - 3:30 p.m.	Business Session: Oh My Google! – Cordell Crowell (Flower Shop Network)	River Overlook E/F
3:30 p.m. - 4:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
3:45 p.m. - 4:45 p.m.	Main Stage Design: Designer of the Year Run Off – Jerome Raska (CalFlowers & Floracraft)	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Business Session: Digital Branding A to Gen Z – Renato Sogueco & Jackie Lacey (Floriology powered by BloomNet)	River Overlook E/F
6:00 p.m. - 6:45 p.m.	President's Reception	Steelcase Ballroom A
6:45 p.m. - 9:00 p.m.	*Recognition Banquet (CalFlowers and MHI Fund)	Steelcase Ballroom B

SUNDAY MARCH 6, 2022

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 9:00 a.m.	Business Session: Visual Merchandising & Display – William Santos (Sponsored by Monarch Garden and Floral Design)	River Overlook E/F
8:00 a.m. - 10:00 a.m.	Hands-On Workshops (choose one)	
	* Introduction to Ikebana – Laurie Wareham (GLFF)	River Overlook A
	* Foliage Manipulation – Helen Miller (DWF)	River Overlook B
	* Wedding Bouquets! – Skeeter Parkhouse (GLFF)	River Overlook C
9:30 a.m. - 10:30 a.m.	Business Session: Lessons We Learned From COVID – Derrick Myers (Crockett, Myers and Associates)	River Overlook E/F
10:30 a.m. - 11:30 a.m.	Main Stage Design: Designing for the Ages and Generational Market – Jackie Lacey & Derek Woodruff (Floriology Powered by BloomNet & Syndicate Sales)	Steelcase Ballroom B
11:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom A
11:30 a.m. - 12:00 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting/Luncheon (CalFlowers)	Steelcase Ballroom C/D
1:00 p.m. - 2:00 p.m.	Main Stage Design: The Shifted landscape of Weddings – Joyce Mason Monheim (Teleflora)	Steelcase Ballroom B
2:00 p.m. - 2:30 p.m.	Trade Show Shopping Only	Steelcase Ballroom A
2:00 p.m.	Raffle Closes	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Main Stage Design: Sustainable Products, Processes and Products in Floristry – Derek Woodruff (Syndicate Sales)	Steelcase Ballroom B
3:30 p.m. - 12:00 a.m.	Tear Down/Move Out	

Call (517) 575-0110 with any questions.

Company Contact:

City:

Fax:

Tax ID#:



Best Buy

OPTIONAL EVENTS	
Friday	

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).

<p>Student Weekend Inspire Event Pass*</p> <p>Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon</p>
<p>Saturday Only*</p> <p>Entrance to Exhibits, Main Stage, Business Sessions, Design Contest</p>
<p>Sunday Only*</p> <p>Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon</p>
<p>Weekend Only Inspire Event Pass*</p> <p>Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon</p>
<p>Weekend Value Inspire Event Pass</p> <p>Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days, Annual Luncheon and Saturday Banquet</p>
<p>Weekend Shop Inspire Event Pass*</p> <p>Weekend pass for as many employees as your shop wishes to bring. Entrance to Exhibits, Main Stage, Business Sessions, Design Contest, both days</p>

*(Does not include any optional events)

ALL FEES ARE STRICTLY NON-REFUNDABLE.

Security Code:

Please enclose or attach to form **AND** be prepared to present at the door.
REGISTRATION FEES ARE NOT REFUNDABLE!
12 & younger or 65 and older receive free Weekend Pass. Send proof of age with registration and note on form. (Optional Events not included)

**For best price and a chance
to win a Plaza Dream one
night stay at the Amway
Grand Plaza Hotel!**

REGISTER
BY 1/31/22

Stay the Weekend!

HOTEL RESERVATIONS: Reserve rooms online at www.gltree.com or call the Amway Grand Plaza Hotel direct at (800) 253-3590. Special guaranteed rate of \$157.00 per night, single/double. Mention that you are with the Great Lakes Floral Association group block. Reservations must be made prior to 2/2/22.

The GLEA team is making every effort to keep our attendees safe. If you are not feeling well, or have had a recent exposure to COVID, please do not attend the event. We are recommending attendees follow the CDC guidelines during this event.