



2025 Great Lakes Floral & Event Expo

Official Program

www.glfee.com

www.greatlakesfloralassociation.org

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TRADE SHOW HOURS

Saturday: 10:00 am - 4:30 pm

Sunday: 11:00 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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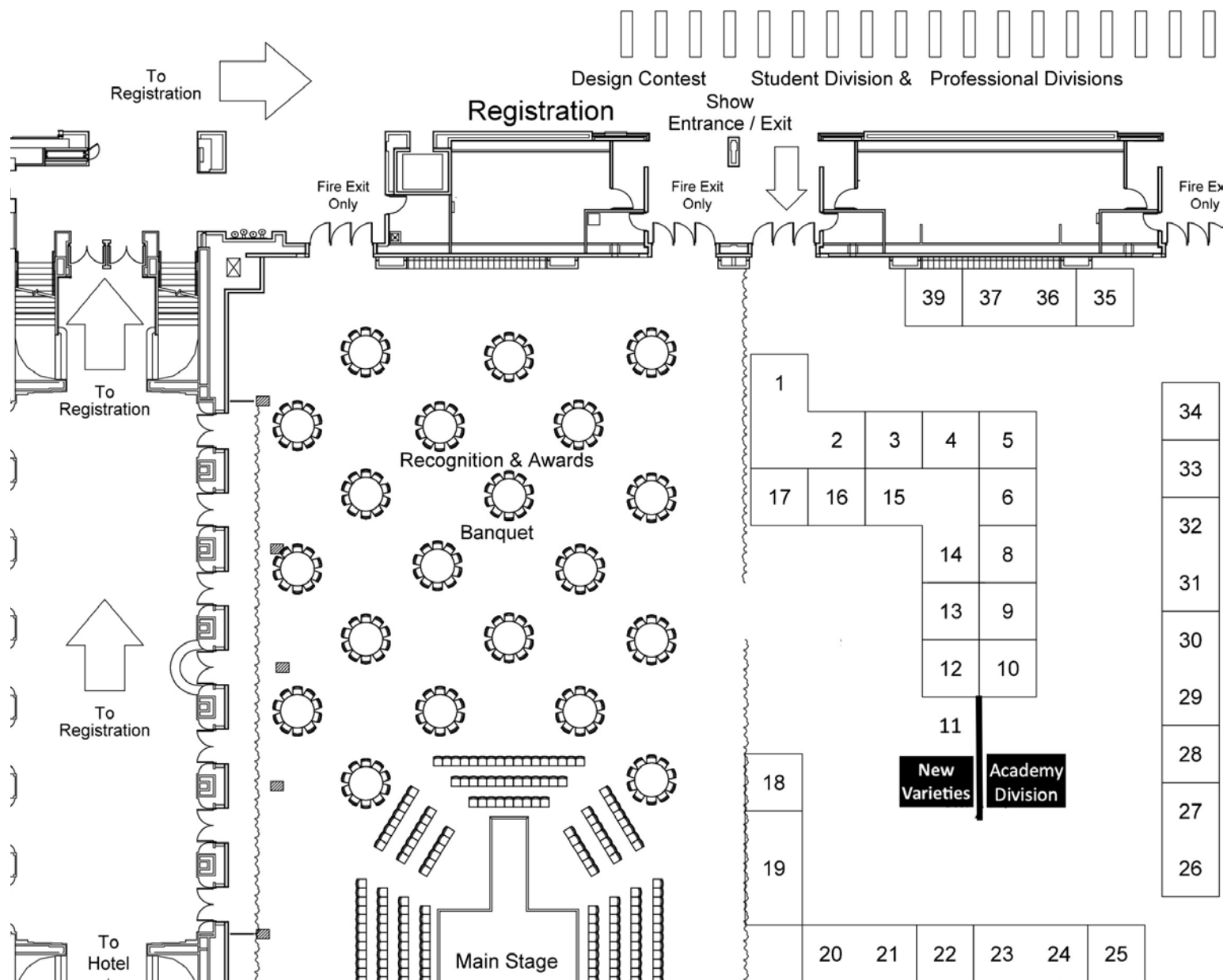


2025 Trade Show Support GLFEE Vendors!

This show is only possible with the support of the exhibitors.

Please spend time with them on the show floor, and when possible, buy from them here at the show.

Booth#	Company	Booth#	Company
1, 2	Mains Importing	19	Kennicott Brothers
3	AIFD NC	20, 21	Flower Shop Network/FG Market
4	QR Zipper	22	Strider
5	Syndicate Sales	23, 24	Rokay Floral
6	GLFA / Certified Florist (CF)	25	Reliant Ribbon
8	MHI Fund	26, 27	FloristWare
9	ConnectPay	28	FloraCraft
10	Connie Duglin Linen	29, 30	BloomNet
12	Norman Smith Enterprises	31, 32	DWF
13	American Takii	33	FTD
14, 15	Teleflora	34	UrnTray
16	American Floral Endowment	35	Smithers Oasis
17	Hyacinth House	36, 37	Mayesh
18	Details Flowers Software	39	Volorio
		11	Vibrant Vivid Plant Life



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, FEBRUARY 28, 2025

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 4:30 p.m.	*Interactive Hands-On Workshop/ Business Session: Buying and Merchandising for Profitable Flower Shops w/Doug Bates and Kelsey Thompson Sponsored by Flower Shop Network	River Overlook A/B
3:00 p.m. - 5:30 p.m.	Design Contest Registration In partnership with FloraCraft & CalFlowers	Secchia Foyer
6:00 p.m. - 8:00 p.m.	* Hands -On "The Art of the Whimsical Wedding" w/Stefanie Rutherford, Sponsored by: DWF	River Overlook A
6:30 p.m. - 8:00 p.m.	* Hands -On "Inspire to Be a Certified Florist" w/Jedidiah Daddow, and Cindy Hall, Sponsored by: GLFF	River Overlook B
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student Prep: "Inspiring Unique Mask Decorating" w/Steve Chase and Laurie Williams, Sponsored by: DWF	River Overlook C
8:00 p.m. - 10:00 p.m.	Mix and Mingle Sponsored by: Mayesh	River Overlook Foyer

SATURDAY, MARCH 1, 2025

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: "Inspired Sustainable Wedding Bouquets" w/Gina Thresher, Sponsored by: BloomNet	River Overlook A
	*Hands On: So Fetch (Floral Accessories Workshop) w/Grace Morrow & Kymbra Tucker, Sponsored by: Mayesh	River Overlook B
	*Hands On: Serpentine Serenity: A Celebration of Life Workshop w/Dondi Richardson Sponsored by: FloraCraft	River Overlook C
9:00 a.m. - 9:30 a.m.	Cracking the Code of Floral Certifications w/Jerome Raska, Amber Kirkland, Amanda Rosencrantz Sponsored by: GLFF	Steelcase Ballroom A
9:30 a.m. - 10:00 a.m.	Certified Florist (CF) Tips and Tricks Panel show w/Jerome Raska, Alice Waterous, Amber Kirkland Sponsored by: GLFF	Steelcase Ballroom A
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. - 10:15 a.m.	Visit Trade Show Vendors	
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. - 11:30 a.m.	Business Session: Building Your Dream Team (The Blueprint for Success and Scalability) w/Brandee Gaar Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
10:30 a.m. - 11:30 a.m.	Business Session: Building a Brand Through Customer Service w/Derrick Myers, Sponsored by: Crockett Myers	River Overlook F
11:00 a.m. - 11:30 a.m.	Visit Trade Show Vendors	Steelcase Ballroom B
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: Triple Play Container Twist "One Vase Three Visions" w/Helen Miller, Sponsored by: Teleflora	Steelcase Ballroom A
12:30 p.m. - 1:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Elevating Sympathy Expressions w/ Neville McKay, Sponsored by: Smithers Oasis	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: FMF Eco-Engagement: Leveraging Sustainability to Drive Floral Sales w/Renato Sagueco & Eric Black, Sponsored by: BloomNet & Syndicate Sales	River Overlook E
2:00 p.m. - 2:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Destination Weddings w/Edward Smith, Sponsored by: FloristWare	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Business Session: How to Make a Lasting Impression w/Fayez Radwan, Sponsored by: Great Lakes Floral Foundation	River Overlook E
3:30 p.m. - 4:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
4:00 p.m. - 5:00 p.m.	Business Session: Assume the Sale: Perfecting Consultations That Close Every Time w/Brandee Gaar, Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
4:00 p.m. - 5:00 p.m.	Main Stage Design Show: Wedding Event with Sustainability W/Kelly Shore, Sponsored by: Syndicate Sales	Steelcase Ballroom A
6:00 p.m. - 6:45 p.m.	President's Reception	Steelcase Ballroom B
7:00 p.m. - 9:30 p.m.	*Recognition and Awards Banquet Keynote: Making Sense of Sustainability: How Sustainabloom can help w/Jackie Lacey, Sponsored by American Floral Endowment	Steelcase Ballroom A

SUNDAY MARCH 2, 2025

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: Attainable, Sustainable Floral Design w/Kelly Shore, Sponsored by: Syndicate Sales	River Overlook A
	*Hands On: Embracing Memories, Crafting Memorial Designs w/Neville McKay, Sponsored by: Smithers Oasis	River Overlook B
	*Hands On: Destination Wedding Bouquets w/Edward Smith, Sponsored by: FloristWare	River Overlook C
9:30 a.m. - 10:30 a.m.	Business Session: Assume the Sale: Perfecting Consultations That Close Every Time w/Brandee Gaar Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
9:30 a.m. - 10:30 a.m.	Business Session: Cash-in on Collaborative Classes w/Jen Linehan, Sponsored by: Beautiful Blooms by Jen	River Overlook F
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: Inspiring Sustainability in Wedding Designs w/Gina Thresher, Sponsored by: BloomNet	Steelcase Ballroom A
11:00 a.m. - 12:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Keynote: State of the Industry w/Derrick Myers, Sponsored by Crockett Myers	Steelcase Ballroom A
12:45 p.m. - 1:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Profitable Plants: Beyond the Basket and Bow w/Samantha Bates, Sponsored by: FTD	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Business Session: Building Your Dream Team: (The Blueprint for Success and Scalability) w/Brandee Gaar Sponsored by: Details Flowers Software & Great Lakes Floral Foundation	River Overlook E
1:00 p.m. - 2:00 p.m.	Business Session: Building a Brand Through Customer Service w/Derrick Myers, Sponsored by: Crockett Myers	River Overlook F
2:00 p.m.	Silent Auction Closes	Steelcase Ballroom A
2:00 p.m. - 2:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Merchandising and Design Techniques for Boosting Sales /Doug Bates and Kelsey Thompson, Sponsored by: Flower Shop Network	Steelcase Ballroom A

Visit us at **Booth 16** in the Trade Show to pick up **FREE AFE SWAG** and learn more!

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DON'T MISS OUR SESSIONS ON SUSTAINABILITY!

- ***Leveraging Sustainability to Drive Floral Sales***

Speakers: Angelyn Tipton, AIFD, CFD, GMF, PFCI and Eric Black

Date: **March 1, 1-2 PM**

- ***Making Sense of Sustainability: How Sustainabloom Can Help***

Speaker: Jackie Lacey AAF, AIFD, CFD, FSMD, PFCI

Date: **March 1, 7-9:30 PM** (Recognition Awards Banquet Keynote)

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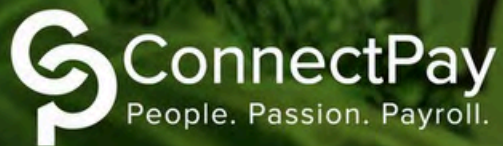
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