



---

# BLOOM

Beyond Boundaries

---



**2026**

**Great Lakes Floral & Event Expo**

**Official Program**

[www.glfee.com](http://www.glfee.com)

[www.greatlakesfloralassociation.org](http://www.greatlakesfloralassociation.org)

# 2026 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 27, 2026

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Secchia Foyer
9:00 a.m. - 4:00 p.m.	*Business Session: "From Surviving to Thriving: Sales & Marketing Strategies Every Florist Needs" w/Elizabeth Young, Sponsored by: Elizabeth in Your Business	River Overlook E
9:00 a.m. - 4:00 p.m.	* Hands-On Amy Balsters "Bouquets and Color Theory" Sponsored by GLFA	River Overlook A/B
3:00 p.m. - 5:00 p.m.	Design Contest Registration, In partnership with FloraCraft & CalFlowers	Secchia Foyer
6:30 p.m. - 8:00 p.m.	* Hands-On "Vase Design & Bridal Hand-tied Mechanics" w/Jedidiah Daddow & Cindy Hall Sponsored by: CF	River Overlook B
7:00 p.m. - 8:00 p.m.	*Hands-On FFA Student Prep: "Discover how to express your unique personality through Floral Design", w/Tanna Victory, Sponsored by: DWF	River Overlook C
8:00 p.m. - 10:00 p.m.	Beyond the Boundaries Mixer And Academy Design Contest, Sponsored by: Mayesh	River Overlook Foyer

## SATURDAY, FEBRUARY 28, 2026

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: "Foam Free Everyday" w/Helen Miller, Sponsored by: Syndicate Sales	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: "Bridal Blooms: Crafting Signature Bouquets" w/Samantha Belonga, Sponsored by: DWF	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: "One Tray, Unlimited Uses" w/Rebecca Thompson, Sponsored by: Urn Tray	River Overlook C
9:00 a.m. - 10:00 a.m.	Main Stage Design Show: Green Plant Mastery: Care, Handling, and Growing Your Plant Rental Business sponsored by: Hyacinth House & Mains Importing	Steelcase Ballroom B
10:00 a.m. - 11:00 a.m.	Student Design Contest Certificate Presentation & Review	Secchia Foyer
10:00 a.m. - 4:30 p.m.	Silent Auction	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.	Visit Trade Show Vendors	Steelcase Ballroom A
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 B
10:00 a.m. - 11:00 a.m.	Business Session: "Future-Proof Your Floral Business: Marketing That Works in 2026" w/Elizabeth Young, Sponsored by: Elizabeth in Your Business	River Overlook E
10:30 a.m. - 2:00 p.m.	The Grill Lunch" Cash & Carry Lunch Options	Secchia Foyer
11:00 a.m. - 11:30 a.m.	Visit Trade Show Vendors	Steelcase Ballroom A
11:30 a.m. - 12:30 p.m.	Business Session: "AI: Your 24/7 Teammate to Bloom Beyond Boundaries" w/Travis Lattimore, Sponsored by: Social Green Thumb	River Overlook E
11:30 a.m. - 12:30 p.m.	Main Stage Design Show: "Art Nouveau influence for Today's Bridal Styling" w/ Hitomi Gilliam, Sponsored by Teleflora	Steelcase Ballroom B
12:30 p.m. - 1:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
1:30 p.m. - 2:30 p.m.	Main Stage Design Show: "The Profitable Sympathy Portfolio" w/Kelsey Thompson, Sponsored by: Flower Shop Network	Steelcase Ballroom B
1:30 p.m. - 2:30 p.m.	Business Session: "The Hidden ROI: Culture that Outlasts the Chaos" w/Corrine Heck, Sponsored by: Details Flowers Software	River Overlook E
2:30 p.m. - 3:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
3:00 p.m. - 4:00 p.m.	Main Stage Design Show: "FLORAL FUTURISM: Monumental Installations for Museums, Runways & Immersive Spaces" w/Amber Kirkland, Sponsored by: FloristWare	Steelcase Ballroom B
3:00 p.m. - 4:00 p.m.	Business Session: "Pricing for Profits" w/Derrick Myers. Sponsored by: Crockett, Myers & Associates	River Overlook E
4:00 p.m. - 4:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
5:30 p.m. - 6:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
5:30 p.m. - 6:30 p.m.	President's Reception	Steelcase Ballroom A
7:00 p.m. - 9:30 p.m.	*Recognition and Awards Banquet	Steelcase Ballroom B

## SUNDAY MARCH 1, 2026

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Secchia Foyer
8:00 a.m. - 10:00 a.m.	*Hands On: "NOUVEAU" Bouquet with Exquisite Garden Roses w/ Hitomi Gilliam, Sponsored by: Great Lakes Floral Foundation	River Overlook A
8:00 a.m. - 10:00 a.m.	*Hands On: "Modern Sympathy Design: Flexible Mechanics & Sustainable Solutions" w/Kelsey Thompson, Sponsored by: Flower Shop Network	River Overlook B
8:00 a.m. - 10:00 a.m.	*Hands On: "Corsages & Boutonnieres: Style and Pizzazz!" w/Stefanie Rutherford Sponsored by: Mayesh	River Overlook C
9:00 a.m. - 10:00 a.m.	Business Session: "Email Marketing Made Simple for Florists" w/Elizabeth Young, Sponsored by: Elizabeth in Your Business	River Overlook E
10:00 a.m. - 2:30 p.m.	Trade Show Open	Steelcase Ballroom A
10:00 a.m. - 11:00 a.m.	Main Stage Design Show: "Holiday Traditions, Reinvented" w/Jacob McCall, Sponsored by: FTD Inc.	Steelcase Ballroom B
10:30 a.m. - 11:30 a.m.	Business Session: "From Scroll to Sale: What Research Reveals About the Next Generation's Flower Preferences" w/Ryan Freeman, Sponsored by: Floral Marketing Fund (AFE)	River Overlook E
11:00 a.m. - 12:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
12:00 p.m. - 12:45 p.m.	GLFA Annual Meeting and Luncheon: Keynote: "State of the Industry: Where do we go from Here!" w/Derrick Myers, Sponsored by: Crockett, Myers & Associates	Steelcase Ballroom B
12:45 p.m. - 1:00 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: "Build Better Bouquets" w/Amy Balsters, Sponsored by: Great Lakes Floral Association	Steelcase Ballroom B
1:00 p.m. - 2:00 p.m.	Business Session: "Service & Synergy: Building a Customer - First Dream Team" Getting Your Staff on the Same Page to Serve, Sell and Shine! w/Lori Wilson, Sponsored by: Flower Clique	River Overlook E
2:00 p.m.	Silent Auction Closes	Steelcase Ballroom B
2:00 p.m. - 2:30 p.m.	Visit Trade Show Vendors	Steelcase Ballroom A
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: "Foam Free: Designs for Weddings, Events, Sympathy & Everyday" w/Helen Miller, Sponsored by: Syndicate Sales	Steelcase Ballroom B
2:30 p.m. - 3:30 p.m.	Business Session: "Making the most with SAF w/Kate Delaney AAF, Sponsored by: SAF	River Overlook E

SAVE THE DATE! 2027 GLFEE MARCH 5 - MARCH 7, 2027



Program/Schedule

# BLOOM

Beyond Boundaries



Everything GLFEE

## 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!

## GLFEE TITLE SPONSORS



## PLATINUM SESSION SPONSORS



## GOLD SESSION SPONSORS



## SILVER SESSION SPONSORS



## BRONZE SESSION SPONSORS



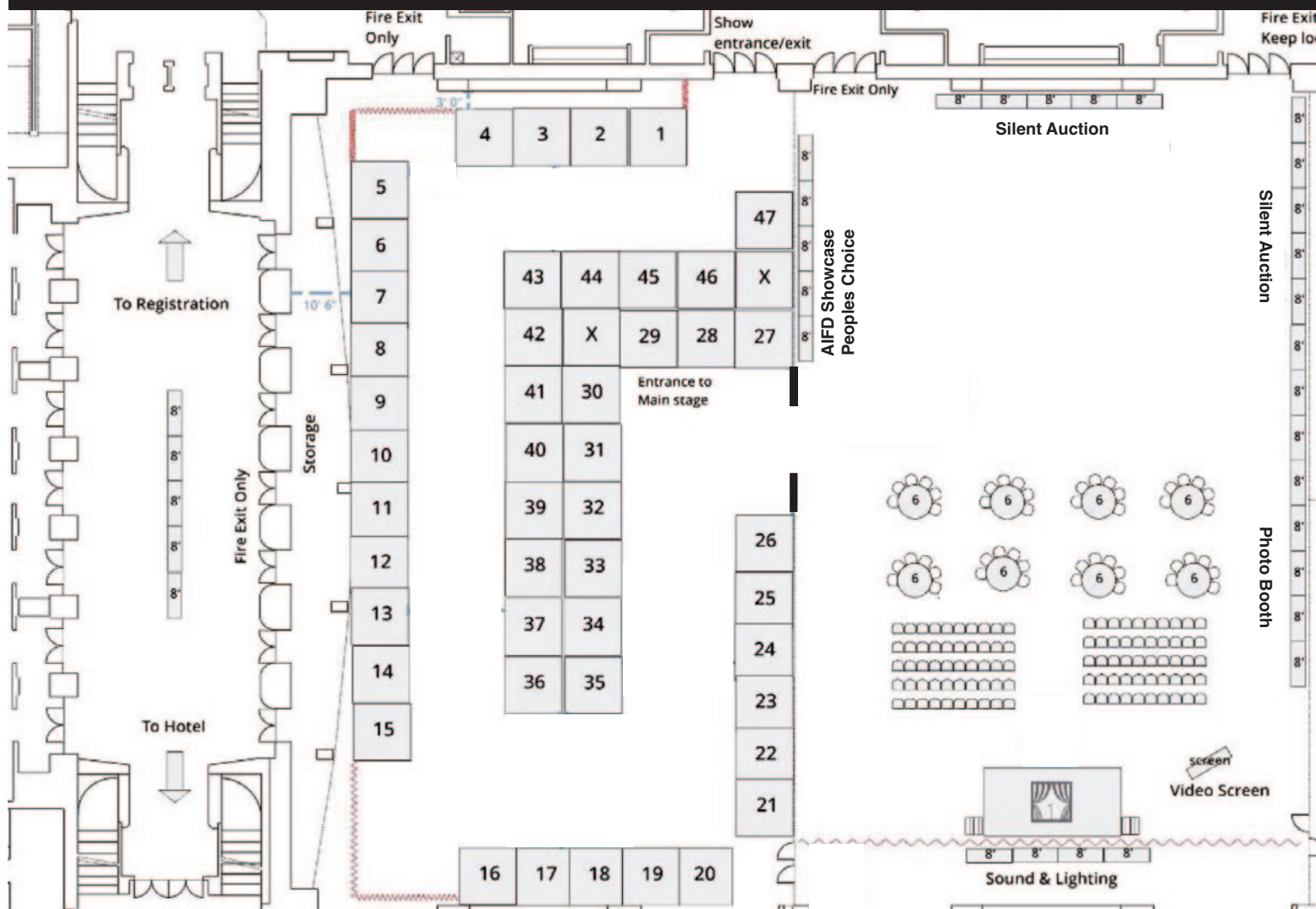
## Hardgoods, Supplies & Plants



## Transportation & Logistics



# Trade Show Floor Map & Exhibitor List



Company	Booth #	Company	Booth #
The Paper Wreath Company	1	DWF	23.24
That Flower Feeling	2	FloristWare	25.26
Stamper Event Services	3	Teleflora	27
Rabbit Run Post, LLC	4	American Takii	28
UrnTray LLC	5	Hyacinth House	29.30
Carson / GM & Associates LLC.	6	Details Flowers Software	31
American Floral Endowment	7	DVFLoral	32
Kurt S. Adler	8	Flower Clique	33
Society of American Florists	9	Social Green Thumb	34
Syndicates Sales	10.11	Norman Smith Enterprises	35
Retailers Processing Network	12	Flower Shop Network	36.37
MHI Fund	13	Connie Duglin Linen Rental	38
Henningson Farms	14	Tukios	39
FTD, LLC	15	Mayesh Wholesale	40.41
Keepsake Floral Inc	16	Polytek Development Corporation	42
Strider	17	FloraCraft Corporation	43
FlowerBuddy	18	Highstreet Trust Shield Insurance	44
Kennicott Brothers	19.20	Rokay Floral	45
Reliant Ribbon	21	Mains Importing	46.47
CalFlowers	22	Flower Poppers	Tabletop

Visit us at **Booth 7** in the Trade Show to pick up **FREE AFE SWAG** and learn more!

# TOGETHER WE GROW

With the support of dedicated donors, AFE provides:

- **Advancements and innovation** through funding research in pest and disease control, post-harvest handling, flower breeding, and more
- **Professional development opportunities** for the next generation by providing scholarships, internships, and career resources to young professionals pursuing floriculture
- **Continued education** through grants, webinars, our Thrips & Botrytis Research library, and our latest project, Sustainabloom, providing sustainable guides and resources for all



## DON'T MISS OUR SESSION ON MARKETING TO GEN Z!

*From Scroll to Sale: What Research Reveals About the Next Generation's Flower Preferences*

**Presented by:** Ryan Freeman, Strider

**Sponsored by:** Floral Marketing Fund (FMF)

**10:30a.m.-11:30a.m. River Overlook E**

**FMF**

FLORAL MARKETING FUND  
*Growing Our Industry Together*

[floralmarketingfund.org](http://floralmarketingfund.org)

Is your business doing the right thing to reach Gen Z customers? Research has shown that this group is more digitally savvy, environmentally conscious, and experience-driven than previous generations. Learn more about their habits, key drivers, and factors impacting their purchasing decisions with the latest findings from the Floral Marketing Fund's new consumer research report.

LEARN MORE ABOUT AFE:

[Endowment.org](http://Endowment.org)



# CALFLOWERS FUN 'N SUN 2026 CONVENTION

“A LEGACY  
IN BLOOM”

# 85



## YEARS OF FLORAL EXCELLENCE

### Celebrate 85 Years of Floral Excellence

Join CalFlowers in beautiful Pasadena, California, for **Fun 'N Sun 2026**, an unforgettable floral celebration where the past, present, and future of flowers come to life.

**August 5-8, 2026**

**The Langham Huntington | Pasadena, CA**

Experience the best of **Fun 'N Sun** through engaging education, meaningful networking, and the **signature Flower Fair**, where growers, suppliers, and service partners showcase their latest products, varieties, and innovations. It's a favorite attendee experience and the perfect place to connect, learn, and see what's new across the floral industry.

Enjoy exclusive behind-the-scenes experiences, including a tour of **Fiesta Productions**, creators of the iconic Pasadena Rose Parade floats, plus visits to the **Original L.A. Flower Market** and the **Southern California Flower Market**.

Meet flower farmers, friends, and colleagues, be inspired, and celebrate **85 years of growing together**.

**Open to members and non-members.**

This is anything but an ordinary flower convention.



The Southern California  
Flower Market

**CAL FLOWERS™**

California Association of  
Flower Growers & Shippers

August 5 - 8, 2026  
Don't Miss It! Learn More:  
[www.cafgs.org/fns2026](http://www.cafgs.org/fns2026)





# Floral Installations, *Elevated!*



**FloraFōM**  
with PolyRenew®

**Made with Recycled Plastic!**

Perfect for your permanent flower arrangements, this lightweight FloraFōM® DécoBar™ is designed for linear installations. Its sturdy, XPS structure makes it easy to hang and ensures that permanent stems, heavy-stemmed naturals, and floral picks stay securely in place. Prepare your base pieces in advance and simply add fresh stems with water picks on the day of installation, saving you both time and money!

Discover the many uses of the DécoBar

- Wedding Aisles
- Wedding Arches
- Event Backdrop
- Stair Railings
- Porch Railings
- Hanging Installations
- Mantle Décor
- Front Door Décor
- Tablescaping

Scan for more information and additional DécoBar design ideas.





## FLORAL FUTURISM

Monumental Installations for Museums,  
Runways & Immersive Spaces

Presented by: Amber Kirkland, AIFD, CF, CFD

Sponsored by: FloristWare

3:00 p.m. – 4:00 p.m. | Steelcase Ballroom B

From the runway to the rotunda, today's most ambitious installations blur the lines between floristry, sculpture, and experiential art.

Join Amber Kirkland, AIFD, CF, CFD, as she constructs towering, futuristic floral exhibit pieces designed for museums, fashion shows, and immersive pop-ups.

Discover how to combine innovative mechanics, unexpected materials, and large-scale storytelling to create showstoppers that command attention and generate social-media-driven buzz.

### And Don't Forget To Visit FloristWare In Booth 25

- meet the only the only independent floral POS provider that supports your association and convention
- tell them what your ideal POS system looks like
- enter to win a full case of premium small-batch artisanal wine.

Join Amber Kirkland, AIFD, CF, CFD, as she constructs towering, futuristic floral exhibit pieces designed for museums, fashion shows, and immersive pop-ups.

Discover how to combine innovative mechanics, unexpected materials, and large-scale storytelling to create showstoppers that command attention and generate social-media-driven buzz.



**floristware**

Powerful, Affordable & Easy-to-Use POS

888.531.3012 | [www.floristware.com](http://www.floristware.com)

# SPONSORED BY FLOWER SHOP NETWORK



## **KELSEY THOMPSON** @ GLFEE

### **Sympathy**

Main Stage Design Show  
Saturday, Feb 28  
1:30 - 2:30 PM

### **Sympathy**

Hands On Workshop  
Sunday, Mar 1  
8:00 - 10:00 AM

## **DOUG BATES** @ WUMFA

### **Wedding**

Hands on Workshop  
Saturday, Mar 21  
2:00 - 4:00 PM

### **Everyday Designs**

Main Stage Design Show  
Sunday, Mar 22  
2:30 - 3:30 PM



fsnflorists.com  
800.858.9925





# MANAGE YOUR BUSINESS ANYTIME, ANYWHERE

GROW STRONGER WITH FTD

Your business needs are always evolving—and you should have flexible technology that can keep up. With Mercury HQ, our cloud-based shop management system, it's easy to manage all your orders on one platform and run your shop from anywhere, on any device. And with florist websites powered by Shopify, you have control over your business's e-commerce performance.

TO LEARN MORE, VISIT [WWW.FTDI.COM/GROW](http://WWW.FTDI.COM/GROW)

©2026 FTD, LLC



# THE GOLDEN TICKET IS AT BOOTH #19 & 20.

PICK UP A KENNICOTT CANDY BAR  
AND UNLOCK YOUR GOLDEN TICKET.

145 YEARS CONNECTING  
PEOPLE AND FLOWERS

**KENNICOTT**  
EST 1881



Don't have time to stop  
by our booth? Scan to  
see what's new.





This  
money's  
fake.  
The  
savings  
aren't.



# petals

## REWARDS

*the new Mayesh online rewards program*

Petals helps florists spend smarter — earn rewards, unlock savings, and watch your bottom line bloom.

**Learn More**   
[mayesh.com/petals](https://mayesh.com/petals)





# LEVEL UP YOUR SHOP'S GROWTH.

Online Marketing for Florists, Since 1994.



**GET NEW ORDERS FROM \$12.**  
Attract new customers and boost your sales.



HIGH SCORE  
=  
1 MONTH  
FREE ONLINE  
MARKETING  
(\$795 VALUE)

## VISIT OUR BOOTH & PLAY TO WIN!

Challenge yourself on our arcade game. High scores win 1 month of free online marketing service (\$795 value)! Plus, your play supports the Michigan Floral Foundation (MFF).

Strider4Florists.com | Call Ryan directly at 302-298-0859 | ryan@striderseo.com

**SEE YOU AT THE EXPO! BOOTH 17**

# SECURE. SUSTAINABLE. STUNNING.

## Holly Heider Chapple

*exclusively for*  
SYNDICATE

The Holly Heider Chapple collection of FoamFree™ products empowers designers to create lush, secure arrangements while supporting more sustainable design practices.

Trusted by sdesigners worldwide, these mechanics offer unmatched stability, hydration, and creative freedom, from daily arrangements to weddings and large-scale installations.

With more than **1 million pieces sold**, FoamFree™ is the movement shaping the future of floral design.

---

**Sustainable by Design** — A better foundation for modern floristry.

**Performance Florists Trust** — Mechanics trusted by leading designers worldwide.

**Exclusive to Syndicate** — Created by a Designer, available only through Syndicate.



FoamFree™ Dishes



FoamFree™ Linking Vases

---

Visit [syndicatesales.com](https://syndicatesales.com) to see the full Holly Heider Chapple FoamFree™ collection

SYNDICATE 



# MEET YOUR TEAM



Territory Sales Manager  
**Dan Natalizio**



Manager, National Sales  
**Janice Curran**



Teleflora Technologies  
**Shawn Keith**

## SERVING THE FLORISTS OF THE GREAT LAKES

Our knowledgeable team of business experts are ready to work with you, one on one. They'll provide the tools and advice you need to grow your business profitably and sustainably.

More florists choose to partner with us because:

- 100% of the orders on teleflora.com go to local florists like you - guaranteed.
- Our eFlorist Program™ offers the best full service, turn-key web hosting in the industry.
- Our world-class POS technology helps you run your shop smoothly and efficiently.
- We offer top selling, unique keepsake containers for all occasions.
- We're an industry leader in education, offering advanced florist education through the Teleflora Education Center
- Our flowerbuyer.com service offers fresh flowers at discounted prices using an online auction system.
- Our 24 Hour Flowers service offers your customers the expertise and service when you can't answer your phone.
- Seamless credit card processing - No hidden fees, No long-term contract.

**WE'RE MORE THAN A WIRE SERVICE.  
WE'RE A PARTNERSHIP.  
800.421.2815**

**teleflora®**





GreatLakesFloral  
ASSOCIATION

# Arrive Alive®

Guarantee that your arrangements  
always arrive hydrated!



10 in. Triangle



Set yourself apart!  
Use what the  
Professionals Use!

**SPECIAL  
ASSOCIATION  
PRICING!**

**\$80.00\***

per box of 100  
1/4" thick 10"x10"  
triangles

\*Includes Shipping & Handling

buy online at:

<https://greatlakesfloralassociation.org/shop>  
or call (517) 575-0110

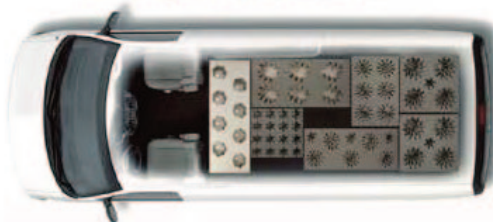


GreatLakesFloral  
ASSOCIATION

## TRANSPORTER 10®

*Nothing Delivers Better!*

- Graduated openings hold an assortment of vases
- Fits all types of vehicles (Car backseat / Vans)
- Resists mold or mildew
- Non-skid bottom
- Handles embedded in base for easy carrying
- Absorbs road shock



5-Hole Vase Block  
(24X24X8½")



Medium Vase Block  
(32X20X6")



8-Hole Vase Block  
(46X19X6½")

**SPECIAL ASSOCIATION  
PRICING!**

5-Hole Block (CSF4410)  
**\$96.00ea. / Cs.3 \$255.00**

6-Hole Block (CSF4411)  
**\$96.00ea.**

8-Hole Block (CSF4421)  
**\$146.00ea.**

Blocks Ship FOB Miami, FL

buy online at:

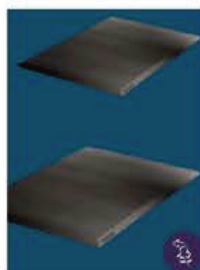
<https://greatlakesfloralassociation.org/shop>  
or call (517) 575-0110



GreatLakesFloral  
ASSOCIATION

# ORTHO 2 MAT

THE WORLD'S LEADING  
INDUSTRIAL ANTI-FATIGUE MATTING



**Benefits:**

- Promotes employee wellness
- Immediate increase in productivity and employee morale due to workplace comfort
- Guaranteed increased reduction of exposure to prolonged cold, heat and vibration
- Reduces spinal compression
- Increases circulation
- Ergonomically designed guaranteed reduction of back, leg, foot and ankle fatigue

Buy online at: <https://greatlakesfloralassociation.org/shop>  
or call (517) 575-0110



American Made  
Ergonomically Designed

**SPECIAL ASSOCIATION PRICING!**

Mats Ship FOB Thousand Oaks, CA

**24" Wide Mats**

Floor Mat (24"x36"x3/4") Mat 24"x36"x3/4"	<b>\$87.00</b>
Floor Mat (24"x48"x3/4") Mat 24"x48"x3/4"	<b>\$116.00</b>
Floor Mat (24"x72"x3/4") Mat 24"x72"x3/4"	<b>\$174.00</b>

**36" Wide Mats**

Floor Mat (36"x36"x3/4") Mat 36"x36"x3/4"	<b>\$128.00</b>
Floor Mat (36"x48"x3/4") Mat 36"x48"x3/4"	<b>\$171.00</b>
Floor Mat (36"x60"x3/4") Mat 36"x60"x3/4"	<b>\$214.00</b>
Floor Mat (36"x72"x3/4") Mat 36"x72"x3/4"	<b>\$256.00</b>



**ROOTED** & **Thriving**  
firm foundation • flourishing future

**Great Lakes Floral & Event Expo**  
**March 5 - 7, 2027**  
**DeVos Place - Grand Rapids, MI**  
**[www.glfee.com](http://www.glfee.com)**