

## WUMFA CONVENTION

# 2015 Welcome from the Convention Chair!

BY DIANE SCHULTE, CF, WMFM, WUMFA PRESIDENT



**W**elcome to the Radisson Green Bay and WUMFA's annual convention, "Fields of Green". My hope is that you will use this

opportunity to build your success at home where your "fields of green" flourish.

Being a member of an organization like ours means being part of something greater than ourselves for the enrichment of all. Through education, mentoring and the

bonds of friendship, we move closer to a destiny with no limits.

Many thanks goes out to the committees and chairpersons who make this event possible: Denise Barnett-convention co-chair; Anthony Rojahn-trade fair; Phil Meyer-contests; Mark Cole-procurement; Judith Mohr-auction; Kate Grogan-raffle; Carol Larsen-staging; Melissa Maas-decorations; Bob Larson-Hall of Fame and dinner, and Rod and Cindy for all their support, time and talents.

I hope you will find this weekend as inspiring as promised. May you have time to learn a new design, talk with dear friends, find something new to purchase, take home helpful tips, and enjoy the beauty that we are blessed with every day. ✿

### Welcome New WUMFA Members!

#### Always in Bloom – Theresa McCarthy

627 South Main St., De Forest, WI 53532 • Phone: (608)846-3515 • [www.defloristflorist.com](http://www.defloristflorist.com)

#### Momentum Floral and Décor LLC – Tiffany Esser

1821 Parmenter St., Middleton, WI 53597 • Phone: (608) 438-5660 • [www.momentumfloralanddecor.com](http://www.momentumfloralanddecor.com)

#### Rachel's Roses – Heather Latz

N56W6393 Center St., Cedarburg, WI 53012 • Phone: (262) 478-0296 • [www.rachelsroses.com](http://www.rachelsroses.com)



1152 Haslett Road, P.O. Box 67, Haslett, MI 48840  
(517) 253-7730 • Toll-Free (844) 400-9554 •  
Fax: (517) 575-0115

#### WUMFA Board of Directors 2014

President: Diane Schulte, CF, WMFM  
Metcalfe's Floral Studio, Madison, WI

President Elect: Patty Malloy, AIFD, CFD  
Florisin LLC, Eau Claire, WI

Treasurer: Anthony Rojahn  
Rojahn & Malaney Co., Milwaukee, WI

Secretary: Katie Grogan  
Alfa Flower Shop, Wauwatosa, WI

Past President: Bob Larson, AIFD, CFD  
Bo-Jo's Creations, Ellsworth, WI

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Denise Barnett  
Snapdragon Floral, Elm Grove, WI

Melissa Maas  
Bank of Memories & Flowers, Menomonee Falls, WI

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Region 1 (262)  
Judith Moehr  
Fox Brothers Floral, Hartland, WI

Region 2 (414)  
Doug Jaeger  
Everlasting Flowers & Gifts, Wauwatosa, WI

Region 3 (608)  
Carol Larson  
English Garden Floral, Verona, WI

Region 4 (715/906)  
Kae Nilsson  
Floral Consultants, Manitowish Waters, WI

Region 5 (920)  
Lisa Belisle  
Freelance, Muskego, WI

#### WUMFA Staff

Executive Vice President: Rodney P. Crittenden  
Executive Assistant: Cindy S. Ching, AIFD, CF



March 20-22, 2015 • Green Bay Radisson Hotel & Conference Center

### 2015 WUMFA CONVENTION DESIGN PRESENTERS



**LOANN BURKE, AIFD, CFD, PFCI**, is an award winning floral designer and event specialist at Furst the Florist in Dayton, Ohio, with over 30 years of experience in the floral industry. A highly sought after speaker and designer, she shares her passion for flowers at product demonstrations, hands-on workshops, and seminars throughout the country. She recently presented her critically acclaimed program, *The Language of Flowers*, at the AIFD National Symposium. She currently serves as design director for Oasis® Floral Products. LoAnn is past president of the North Central Chapter of AIFD and serves as chairman of AIFD Certification.



**KEVIN YLVISAKER, AIFD, CAFA, CFD, PFCI**, is a Teleflora Education Specialist who has presented design programs and classes around the United States, Europe, and Asia. He is an Oasis® Design Director and also works as a freelance designer with his own company, KLY Floral International in Mukwonago, Wisconsin. In addition to being in the floral industry for thirty years, Kevin has a background in sculpture, weaving, and most recently has begun making glass bowls, plates and other decorative objects. He has served as a past president of AIFD, and WUMFA and designed at the inaugurations of President George H.W. Bush and President Bill Clinton.



**RANDY WOOTEN, AIFD, GMF, PFCI**, is an FTD Education Consultant with nearly a decade of experience in the floral industry. He is the fourth-generation owner and lead designer at Delorice's Florist in Douglas, GA. He currently serves as president of the Georgia State Florist Association and is a member of the board of directors for the Southern Chapter of AIFD. In 2012, the Georgia State Florist Association presented Randy with the 2012 Retailer of the Year award. His passion for the floral industry is deeply rooted in education, which he believes is the key to the survival of the industry.



**JIM KOLB**, is a fourth generation florist. He bought his shop, House of Flowers, Oshkosh, Wisconsin, in 1993 at the age of 22. It has, he says, evolved into a lifestyle store where you're not only buying flowers, you're coming in to have a memorable shopping experience. In addition to being an innovative designer, he has a passion for marketing, social media, and constantly keeping his brand fresh and appealing. This is crucial to maintain his current customers but is also a key in attracting a new generation of clients that are very internet and instant gratification minded.



# 2015 WUMFA Convention Sessions

## FRIDAY, March 20

### All Day Hands-On Workshop Wedding Work that Stands Out from the Crowd!

Presented by Loann Burke, AIFD, CFD, PFCI  
Sponsored by Bloomnet, Smithers-Oasis,  
Wisconsin Florist Foundation  
Date: Friday, March 20, 2015  
Time: 9:00 a.m. - 4:30 p.m.  
Location: Huron



Well known designer Loann Burke will show you how to construct outstanding wedding bouquets, boutonnieres, body flowers and centerpieces. You will learn how to make designs and arrangements using a variety of materials, the latest techniques, and helpful tricks of the trade. Plus, ideas for add on sales and marketing tips are on the agenda. This educational session will let you put your own special stamp on wedding work. Loann will introduce you to the Language of Flowers at this exciting session you do not want to miss!  
*Limited to 20 people. Bring your own tools. Additional fees apply.*

## SATURDAY, March 21

### Hands-on Workshop: Design in Designs

Presented by Randy Wooten, AIFD, GMF, PFCI  
Sponsored by FTD  
Date: Saturday, March 21, 2015  
Time: 8:45 a.m. - 10:45 a.m.  
Location: Huron



In the floral industry today, it is important to sell customer service and talent. This is what sets you apart from the rest of the "flower peddlers" in your market. In this program, Randy Wooten, FTD Education Consultant, focuses on bringing "design and talent" back into your everyday designs. By adding small but interesting techniques, you can put the design back in your designs to make them stand out from the crowd!

*Limited to 20 people. Bring your own tools. Additional fees apply.*

### Business Session: Building Your A-Team

Presented by Derrick P. Myers, CPA, CFP, PFCI  
Sponsored by Crockett, Myers & Associates  
Date: Saturday, March 21, 2015  
Time: 9:30 a.m. - 10:45 a.m.  
Location: Wolf



In Building Your A-Team you will learn how to align your employees to your vision for the company. Once everyone is headed in the same direction you will learn how to empower and motivate and lead them to reach for and beyond that vision and make it a reality. An efficient and congruent team is a more profitable team.

### Main Stage Design Show: Greenology, Part 1

Presented by Jim Kolb  
Sponsored by Karthaus & Sons, Inc.  
Date: Saturday, March 21, 2015  
Time: 11:00 a.m. to 11:30 a.m.  
Location: Wolf



Don't get caught with your plants down! Jim will amaze you with new thoughts and trends. Learn about promoting plants for funeral work and designing outdoor spring planters. Come and see what your fellow florists are successfully doing with green and blooming plants and learn how to implement the ideas in your shop.

### Main Stage Design Show: Greenology, Part 2

Presented by Randy Berhasselt  
Sponsored by Wisconsin's Tropical Gardens  
Date: Saturday, March 21, 2015  
Time: 11:45 a.m. to 12:15 a.m.  
Location: Wolf



Come explore the Fields of Green plants with Randy. He will teach you to reuse and repurpose to create a wow statement with plants. Learn to design out of the box with green plants. Let today's trend of "going green" work for your bank account and use more plants to increase your bottom line.

## 2015 WUMFA CONVENTION BUSINESS PRESENTERS



**TIM HUCKABEE, AIFSE**, started working at a high-end flower shop in 1993. He handled telephone sales, customer service, and walk-in customers. He realized that there was a lack of sales and service education in the industry and started FloralStrategies in 1997. He has taught thousands of florists how to give better service, increase sales, and make better use of their POS system. He writes "CSI: /flower Shop" in *Floral Management* magazine and is a speaker at state and national floral conventions. In 2011 FloralStrategies launched the first monthly training webinar series in the industry.



**MARK ANDERSON**, has been in the flower business for over twenty years. He is the lead developer of FloristWare, an ordering and point-of-sales system for retail florists. He is in close contact with florists all over North America. This provides valuable insight into successful practices, that with the client's permission, he shares to help other florists be more successful. He also contributes to the "Tech Talk" column in *Floral Management* magazine. He was the first independent tech provider to serve as a member of the SAF technology committee.



**DERRICK P. MYERS, CPA, CFP, PFCI**, has developed financial strategies which are unique to the floral industry and have proven instrumental in increasing profitability. These techniques focus on reducing costs, managing staff, saving taxes, and making profits bloom. He completed FTD's *Advanced Master Florist Manager Program*, and recently was inducted into Professional Floral Communicators International. Derrick has been working with the floral industry since 1983. During this time he also perfected his "Floral Analysis Program" which breaks down and analyzes financial statements in such a way that shows exactly where to focus time and energy to reduce costs and increase profits.



**MIKE HOMYAK, Jr.**, is a third generation ribbon sales representative, who has 21 years of experience marketing to the retail florist industry. Mike began his sales career in 1994 working for Designer Dispatch Ribbon, and received numerous awards for top sales in his field. In 2008, he went to work for Reliant Ribbons, Bows & Trims and later that year took over the Wisconsin/Upper Michigan territory from his dad, Mike Homyak Sr. In 2013 Mike Jr. was promoted to Reliant's director of sales systems. He currently covers seven states including Wisconsin, Upper Michigan, Minnesota, North and South Dakota, Nebraska and Iowa.



### Business Session: Build the PERFECT Sales Script

Presented by Tim Huckabee, AIFSE,  
Sponsored by FloristWare  
Date: Saturday, March 21, 2015  
Time: 1:30 p.m. - 2:40 p.m.  
Location: Wolf



Join Tim Huckabee, president of FloralStrategies, in a brand-new program on developing the ideal sales approach for your staff to use on the phone and in the store. He will explain the five key elements to a dynamic sales presentation that both your employees and customers will love! This is a must-see for anyone in the retail floral business!

### Business Session: A New Approach to Pricing Weddings and Events: More Sales, Less Money Left on the Table

Presented by Mark Anderson  
Sponsored by FloristWare  
Date: Saturday, March 21, 2015  
Time: 2:50 p.m. - 3:40 p.m.  
Location: Wolf



Quoting weddings and events is a tricky business. Price too high and you can lose a sale, even though the sale could have been profitable at a lower price. Price too low and you end up underselling a customer that would have happily paid more and, even worse, undermining your brand and market position as well. This session will focus on a new approach to quoting weddings and events that will help florists avoid losing work when dealing with budget-conscious customers, avoid leaving money on the table by undercharging customers that are less sensitive to price and use wedding/event pricing to better position your shop and strengthen your brand.

### Main Stage Design Show: Let's Go to the Prom...

Presented by Loann Burke, AIFD, CFD, PFCI  
Sponsored by Bloomnet, Smithers-Oasis,  
Wisconsin Florist Foundation  
Date: Saturday, March 21, 2015  
Time: 4:00 p.m. - 5:00 p.m.  
Location: Wolf



Prom season can mean profits. Loann Burke will present great prom ideas at this main stage show. In addition to new styles and techniques, she will discuss regional trends, quick tips, and exciting designs in this body flower extravaganza. This is an opportunity to learn from one of the industry's outstanding educators. Find out what's new in the market and how to make your prom work cutting edge. Productivity and creativity will be on display at this program. Be sure to attend and discover how to give your prom work that special look.

## SUNDAY, March 22

### Hands-On Workshop: Today's Weddings

Presented by Jerad Karcz  
Sponsored by the Wisconsin Florist Foundation  
Date: Sunday March 22, 2015  
Time: 8:30 a.m. - 10:30 a.m.  
Location: Huron



To be successful in today's wedding market it is important to stay on top of the trends. Join Jerad from the trendy Buds and Blooms Design Studio for this two-hour hands-on workshop. He will update you on what's in vogue and the newest techniques that he is using in his business. You'll create two bridal bouquets in this class all the while getting inspired and learning ways to take your everyday weddings to new levels. Don't miss this rare opportunity to broaden your "Bridal" comfort zone.

**Limited to 20 people. Bring your own tools. Additional fees apply.**

### Business Session: Growing more \$Green\$

Presented by Mike Homyak, Jr.  
Sponsored by Reliant Ribbon  
Date: Sunday, March 22, 2015  
Time: 8:30 a.m. - 9:15 a.m.  
Location: Wolf



This session will tell you all you need to know about using ribbon to enhance your bottom line. Utilizing a power point presentation, Mike Homyak will talk about product trends, and value added ideas using ribbon. Included in the discussion will be ribbons and trims for all areas of floral design, pricing, selling ribbon in the retail floral shops and much more.

### Business Session: Hidden Treasure: Finding the Gold in Your Business

Presented by Derrick P. Myers, CPA, CFP, PFCI  
Sponsored by Crockett, Myers & Associates  
Date: Sunday, March 22, 2015  
Time: 9:30 a.m. - 10:15 a.m.  
Location: Wolf



Hidden in your business are areas of cost that if reduced would greatly increase the profit of your business. A dollar saved in cost is a dollar added to your bottom line profit. It takes about eight dollars in sales to have the same effect on profit and yet we tend to focus all of our time and effort on sales growth. In this session Derrick will deep dive into the six main cost centers of your business and show you how to track, measure, and adjust costs so you increase profits like you never thought possible.

### Business Session: Build the PERFECT Sales Script

Presented by Tim Huckabee, AIFSE,  
Sponsored by FloristWare  
Date: Sunday, March 22, 2015  
Time: 10:20 a.m. - 11:15 a.m.  
Location: Wolf



Join Tim Huckabee, president of FloralStrategies, in a brand-new program on developing the ideal sales approach for your staff to use on the phone and in the store. In under an hour he will explain the five key elements to a dynamic sales presentation that both your employees and customers will love! This is a must-see for anyone in the retail floral business!

### Main Stage Design Show: The 2015 Wedding Palette

Presented by Kevin Ylvisaker, AIFD, CAFA, CFD, PFCI  
Sponsored by Teleflora  
Date: Sunday, March 22, 2015  
Time: 11:30a.m. - 12:30 p.m.  
Location: Wolf



Noted designer Kevin Ylvisaker will focus on four color palettes perfect for the upcoming wedding season. He will cover everything from the reception to trend setting bridal bouquets to decorations for the ceremony. This fast paced program will also cover consultation and pricing making this the complete wedding program.

### Main Stage Design Show: Passion for Sympathy

Presented by Randy Wooten, AIFD, GMF, PFCI  
Sponsored by FTD  
Date: Sunday, March 22, 2015  
Time: 2:15 p.m. - 3:15 p.m.  
Location: Wolf



Just like other segments of our industry, sympathy is rapidly changing with the rise in cremations. For many florists, it feels like night has set in on their sympathy sales. In this program, FTD Education Consultant Randy Wooten will help you open the windows of your mind to embrace the change and learn to better understand your sympathy market, reigniting your passion for sympathy designs.



# 2015 WUMFA Design Contest

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest serves as an opportunity to learn, rate your talents and exchange ideas while competing. Competitors will receive professional recognition for their work, certificates, cash awards, acknowledgement at the Saturday night banquet and in *The Professional*

*Florist* magazine. This is an excellent opportunity to gain publicity for you and your shop.

WUMFA encourages all members and students to strive for educational excellence and design skills to enrich the art of floral design. Best wishes to all who enter and congratulations for your efforts to achieve design excellence!

## PROFESSIONAL DIVISION

Open to any floral professional with three or more years experience in the floral industry and a WUMFA member in good standing. Contestants may enter one, two, or all three professional categories.

### THEME 1: *The "Green" Wedding Reception Piece*

Create a wedding centerpiece for a bride and groom who are very eco-conscious. The centerpiece must be made of assorted foliages and branches, and must include at least one rental item, such as candelabras, vases, or votives. All materials are permitted except fresh flowers and permanent botanicals. Display space is limited to 24" x 24" with a height restriction of five feet. Any materials that flow over the space restriction will be disqualified. Wholesale value should not exceed \$50 and must be accounted for on the cost form provided in the packet. The rental item charges should be included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

### THEME 2: *Spruce It Up*

Find that old container or vase that has been hiding on the back shelf and bring it back to life by creating a beautiful arrangement for your best friend's birthday. The vase/container should have embellishments added to make it new again. All materials are permitted except permanent botanicals. Size should not exceed 24" x 24" with no height restriction. Wholesale value should not exceed \$30 and must be accounted for on the cost form provided in the packet. The old vase/container is not to be included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

### THEME 3: *Back to Nature*

Create an armature bouquet that even the most sophisticated will want to carry. Must be made of all natural materials, such as branches, curly willow, grasses, and fresh flowers. No decorative wire allowed, except for bark-covered wire. No permanent botanicals allowed. Wholesale value should not exceed \$50 and must be accounted for on the cost form provided in the packet. Display space is limited to 24" by 24" with no height restrictions. No props allowed. Entry must be secure enough to withstand touching and handling by judges.

## DESIGNER OF THE YEAR

*This contest is open to AIFD, CF, or Academy members of WUMFA in good standing.*

### PHASE ONE: *Picture This*

This design must be made at your shop and brought to the convention. It is a permanent botanical arrangement that includes an old picture frame, handed down to you by a family member. Create a wall hanging with permanent botanicals, silk and dried flowers as a remembrance of that family member. A five foot FloraCraft easel will be provided on site. No size limitations other than proportion to the easel and a wholesale value not to exceed \$100. Material costs need to be listed on the cost form provided in the packet. The easel or picture frame is not to be included in the wholesale cost. Entry must be secure enough to withstand touching and handling by judges.

### PHASE TWO

Live on stage design competition with a surprise package of materials, Saturday, March 21, from 12:30 p.m. -1:00 p.m.

## TABLETOP SHOP COMPETITION

In this exciting "Shop" category the entire shop personnel may compete together, whether two or ten. You may set up your competition tabletop display either on Friday evening or Saturday morning. All designs may be completed on site or you may bring them in all completed and just set up the tablescape.

### THEME: *The Country Estate Benefit Ball*

Create a tabletop setting for a notable local heiress who is hosting a benefit ball for a local charity. Her only request is to incorporate her favorite color yellow. The hotel will provide a white standard table linen (no chairs). The table size is a 72" round. Make this tablescape with fresh flowers, greens and dried materials. All materials are permitted except permanent botanicals. Design must be contained in and not exceed the 72" tabletop, height of five feet above the table. Exhibit must be secure with solid construction/mechanics, able to withstand seating and movement of guests, touching and handling of judges, etc. Participating shops will be responsible for teardown of their table on Sunday at end of the convention. WUMFA bears no responsibility for damaged or stolen items.

## WINNERS WILL BE ANNOUNCED DURING THE SATURDAY EVENING BANQUET

**PRIZES FOR ALL DIVISIONS:** First Place: \$100 and a certificate • Second Place: \$50 and a certificate • Third Place: \$35 and a certificate  
Designer of the Year: \$150, plus a plaque

**TABLETOP SHOP COMPETITION:** First Place: \$250 in merchandise • Second Place: \$100 in merchandise • Third Place: \$50 in merchandise

## DESIGN CONTEST REGISTRATION

If you are interested in entering any of the design contests go to [www.wumfa.org](http://www.wumfa.org), click on the upcoming events tab and download the Design Contest registration package which will have the divisions, themes and rules.

Also be sure to check the box on the registration form and send in your entrance fee. Register by 3/17/15.

If you have any questions please contact the Design Contest Chairperson: Phil Meyer, AIFD, at [flowerattitude@hotmail.com](mailto:flowerattitude@hotmail.com).



## 2015 WUMFA ANNUAL CONVENTION SCHEDULE AT A GLANCE

### FRIDAY, MARCH 20, 2015

9:00 a.m. - 8:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:30 a.m. - 4:30 p.m.	All Day Hands-On Workshop <b>"Wedding Work that Stands Out from the Crowd"</b> Presented by Loann Burke, AIFD, CFD, PFCI Sponsored by BloomNet, Smithers-Oasis, Wisconsin Florist Foundation	Huron
6:00 p.m. - 8:00 p.m.	Design Contest Registration	Tuscarora

### SATURDAY, MARCH 21, 2015

8:00 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
9:00 a.m. - 5:00 p.m.	Trade Show Open	Turtle/Bear
8:00 a.m. - 11:00 a.m.	Design Contest Registration	Tuscarora
9:00 a.m. - 5:00 p.m.	Raffle Open on Trade Show Floor	Wolf
9:00 a.m. - 5:00 p.m.	Book Fair Open, Registration Desk	Entrance Three Clans Ballroom
8:45 a.m. - 10:45 a.m.	Hands-On Workshop <b>"Design in Designs"</b> Presented by Randy Wooten, AIFD, GMF, PFCI Sponsored by FTD	Huron
9:00 a.m. - 9:30 a.m.	Trade Show Shopping Time	Turtle/Bear
9:30 a.m. - 10:45 a.m.	Business Session <b>"Building your A-Team"</b> Presented by Derrick Myers, CPA, CFP, PFCI Sponsored by Crockett, Myers & Associates	Wolf
11:00 a.m. - 11:30 a.m.	Main Stage Design Show <b>"Greenology"</b> Presented by Jim Kolb Sponsored by Karthaus & Sons, Inc.	Wolf
11:45 a.m. - 12:15 p.m.	Main Stage Design Show <b>"Greenology, Part 2"</b> Presented by Randy Berhasselt Sponsored by Wisconsin Tropical Gardens	Wolf
11:00 a.m. - 2:00 p.m.	Design Contest Closed for Judging	Entrance Three Clans Ballroom
12:30 p.m. - 1:00 p.m.	Designer of the Year Run Off	Wolf
1:00 p.m. - 1:30 p.m.	Trade Show Shopping Time	Turtle/Bear
1:30 p.m. - 2:40 p.m.	Business Session <b>"Build the PERFECT Sales Script"</b> Presented by Tim Huckabee, AIFSE Sponsored by FloristWare	Wolf
2:50 p.m. - 3:40 p.m.	Business Session <b>"A New Approach to Pricing Weddings and Events: More Sales, Less Money Left On The Table"</b> Presented by Mark Anderson Sponsored by FloristWare	Wolf

### SATURDAY, MARCH 21, 2015 (continued)

4:00 p.m. - 5:00 p.m.	Main Stage Design Show <b>"Let's Go to the Prom..."</b> Presented by Loann Burke, AIFD, CFD, PFCI Sponsored by BloomNet, Smithers-Oasis, Wisconsin Florist Foundation	Wolf
2:00 p.m. - 9:00 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
6:00 p.m. - 7:00 p.m.	Hall of Fame Reception	Wolf
7:00 p.m. - 9:00 p.m.	Recognition and Awards Banquet	Wolf

### SUNDAY, MARCH 22, 2015

8:00 a.m. - 4:00 p.m.	Registration Desk / Book Fair Open	Entrance Three, Clans Ballroom
8:30 a.m. - 10:30 a.m.	Hands-On Workshop <b>"Today's Weddings"</b> Presented by Jerad Karcz Sponsored by the Wisconsin Florist Foundation	Huron
8:30 a.m. - 9:15 a.m.	Business Session <b>"Growing more \$ Green \$ with Reliant Ribbon"</b> Presented by Mike Homyak, Jr. Sponsored by Reliant Ribbon	Wolf
8:30 a.m. - 3:30 p.m.	Trade Show Open	Turtle/Bear
8:30 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:30 a.m. - Noon	Raffle Open Trade Show Floor	Turtle/Bear
9:30 a.m. - 10:15 a.m.	Business Session <b>"Hidden Treasure"</b> Presented by Derrick Myers, CPA, CFP, PFCI Sponsored by: Crockett & Myers	Wolf
10:20 a.m. - 11:15 a.m.	Business Session <b>"Build the PERFECT Sales Script"</b> Presented by Tim Huckabee, AIFSE Sponsored by FloristWare	Wolf
11:30 a.m. - 12:30 p.m.	Main Stage Show <b>"The 2015 Wedding Palette"</b> Presented by Kevin Ylvisaker, AIFD, CAFA, CFD, PFCI Sponsored by Teleflora	Wolf
12:30 p.m. - 1:30 p.m.	Annual Meeting, Lunch Served	Wolf
1:30 p.m. - 2:15 p.m.	Trade Show Shopping Time	Turtle/Bear
2:15 p.m.	Raffle Winner List Available, Raffle Tables	Wolf
2:15 p.m. - 3:15 p.m.	Main Stage Show <b>"Passion for Sympathy"</b> Presented by Randy Wooten, AIFD, GMF, PFCI Sponsored by FTD	Wolf
3:30 p.m. - 4:00 p.m.	Auction	Wolf

## Field of Greens Hall of Fame Dinner!

**Be sure to join your fellow WUMFA members at the Annual Awards and Recognition Banquet  
Saturday, March 21, 2015 • 6:00 p.m. – 9:00 p.m. • Wolf, Radisson Hotel**

*Additional Fees Apply*

*WUMFA is proud and excited to offer you the opportunity to recognize outstanding industry leaders at the Annual Awards and Recognition Banquet. Don your fancy duds and head to the Wolf where we will celebrate Hall of Fame Winners, Scholarship Winners, and Design Contest Winners. Join your friends and colleagues and enjoy good food, laughter and memories of the past year, while having the chance to congratulate our esteemed guests of honor.*

# WUMFA 2015 Annual Convention Registration Form

March 20 - 22, 2015 • Radisson Hotel and Conference Center Green Bay • 2040 Airport Dr. • Green Bay, WI 54313



Shop Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Submitted By \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_ E-mail \_\_\_\_\_  
 \_\_\_\_\_ Alternate Contact Number \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_

Please write names legibly, and exactly as they should appear on badges.

All employees from the same shop may register on the same form. Please print clearly, and list e-mail addresses for attendees when possible. These will be used to confirm attendance and inform attendees of important on-site information. Please duplicate this form as necessary.

**Volunteering:** If you are interested in volunteering your time on-site, please call (517) 253-7730.

**Discounts:** After the first five registrants, a \$85 weekend pass reduced rate applies for weekend passes.

**Students:** Special rates apply for students enrolled in accredited floral/horticultural programs. Proof of qualified enrollment is required.

**Cancellation Policy:** Requests for refunds must be received by March 1, 2015 to receive a refund less a \$15 processing fee. No-shows and cancellations received after March 1, 2015 will not be refunded.

	Saturday Only Includes Entrance to Exhibits, Main Stage, and Business Sessions	Saturday Only – Student Includes Entrance to Exhibits, Main Stage, and Business Sessions	Sunday Only Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sunday Only – Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Sat/Sun Weekend Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch	Optional Events			Table Top Competition Members Only/Event, \$60 at the Door	WUMFA Design Contest Circle Themes to Enter 1 2 3 \$5 Preregister Each Theme or \$10 Each at Door	TOTAL ALL EVENTS	
							Friday All-Day Wedding Workshop	Saturday Workshop: Design in Designs Hall of Fame Dinner Event \$50 at the Door, Table for Eight \$300	Sunday Workshop: Today's Weddings				
<b>Member</b>	\$50	\$20	\$75	\$30	\$95	\$50	\$195	\$50	\$40	\$50	\$30	\$5 ea.	
<b>Non-Member</b> (To become a member, visit WUMFA.org)	\$70	\$30	\$95	\$40	\$115	\$65	\$245	\$75	\$40	\$75			
1. email:													
2. email:													
3. email:													
4. email:													
5. email:													
6. email:													
<b>If you would like to volunteer please contact the WUMFA office at (517) 253-7730.</b>	<b>REGISTRATION TOTAL</b> <input type="checkbox"/> Check <input type="checkbox"/> Credit Card												

## HOTEL INFORMATION

Room Rate: \$95.00 plus tax. Complimentary breakfast buffet in the Pine Tree Grill for all overnight guests. Call (800) 333-3333 or direct (920) 494-7300 to make a reservation. Make sure to mention the Wisconsin-Upper Michigan Florists Association room block to insure the rate of \$95.00. Reservation must be made by February 17, 2015 to insure the group rate.

## PAYMENT

I will send in a check  I will be paying by credit card:  Visa  MasterCard  Discover Card  American Express

Cardholder Name (please print) \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSC \_\_\_\_\_

Billing Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Cardholder Signature \_\_\_\_\_