



Back to the Future: 2025 Annual Convention

We're in the thick of it again, my dear fellow florists. It begins as corsage orders for Homecoming. Then, as soon as you're back in the groove, you get hit by Thanksgiving centerpieces. And then who-knows-what: poinsettias, wreathes, gifts, garlands, arrangements for all manner of Winter holidays. Through all of that, the calls and emails about pre-orders for Valentine's Day. And just when you think you can take a breather, you get a call on February 16th asking about an arrangement for Mother's Day!

In all the behind-the-scenes hassle, it's easy to be overwhelmed by the feeling that we don't have enough time. As florists, our pride is making it look like it took no time at all - making it look like we didn't spend hours scrolling websites and calling wholesalers and muttering about what we'd do to a stem if it didn't cooperate. It can be hard to find time to refresh ourselves and get back in the swing of things after such a hectic ending to the year.

Rest assured, WUMFA has your back. Their annual convention (March 21 - 23) is scheduled conveniently between Mother's Day and Valentine's Day and offers you a revitalizing respite. This year, you can step outside of time itself! Come "Back to the Future" with us for floral fun and refreshing reviews of the fundamentals!

The main stage will be packed with design shows from Jody McLeod (Teleflora), Amy Balsters (The Floral Coach), Samantha Bates (FTD) & Doug Bates and Kelsey Thompson (Flower

Shop Network). As always, these shows offer great insight on trends and are sure to fire up your own creativity, whether by listening to the expert industry forecasts or being inspired by the dazzling botanical displays. Looking to go back to the days of your first design gig? Look no further than the hands-on workshops with Kevin Ylvisaker (Smithers Oasis) and Amy Balsters for fabulous opportunities to build better bouquets and sympathy pieces.

The trade show will be buzzing with vendors of all sorts. Whether you're looking to check out some new varieties of fresh flowers, searching for a great greenhouse, or making a connection with a source for vases, be sure to make time to poke around in between your packed schedule. And all attendees can look forward to the annual luncheon meeting including a special business session on the State of the Industry with Derrick Myers (Crockett Myers), the florist's favorite accountant!

Personally, I look forward to this every year. WUMFA's convention is my annual island in time – we can all take a break from the everyday and go back to a time when we were all looking to learn, then we all leave looking forward to creative new ideas. So, let's all go back to the basics together and make a brighter future with floral fun! I am (and was) excited to see you there(/here)!

Spencer Whitehouse – Seim
Evergreen Florist
Appleton, WI



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www.wumfa.org

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WUMFA CONVENTION 2025 SPECIAL EVENTS

WUMFA 2025 TRADE SHOW



Tradeshow Reception

Friday, March 21

6:00pm - 7:00 pm

Back to the Future blasts forward with the trade show opening, showcasing products new and old that will enhance your floristry business for years to come. Take part in a special backstage tour of the workroom and be inspired for a weekend of fun and education. FREE admission for Friday night!



One of the highlights of each WUMFA convention is the fabulous Trade Show where attendees mix and mingle with wholesalers and suppliers. "Back to the Future" starts on Friday evening from 6:00pm - 7:00pm with the opening reception in the Trade Show area featuring cheese and crackers and a cash bar. The trade show reopens on Saturday from 11:00am - 5:15pm and then again on Sunday from 10:00am - 2:30pm. The show is closed on Sunday from 11:30am - 12:30pm for the annual luncheon. Bring your shopping list to take advantage of all the show specials. You'll not only be able to meet new vendors but solidify relationships with existing ones.

EXHIBITORS IF YOU HAVEN'T ALREADY SIGNED UP FOR A BOOTH DO SO TODAY!

WUMFA depends on your support to help bring education to the industry. Education is key for operating a successful business. Successful businesses in turn become important customers. By exhibiting at "Back to the Future" you not only reach potential customers, but you also advance our industry by providing education. You can download an exhibitor packet or register to exhibit online at www.wumfa.org (Annual Convention Tab) or call Rod at (517) 253-7730.

FRIDAY MARCH 21, 2025

FLORAL FEUD! 7:00pm - 9:00 pm

Floral Feud is like Family Feud, only much more fun! Gather your shop and wholesaler friends and be ready with answers to what the Survey Says! Questions are floral related with the answers provided by florists from around the world. Come prepared to have fun and share laughs! The game is a perfect way to kick off a fun weekend.

SATURDAY MARCH 22, 2025



BACK TO THE FUTURE AWARDS BANQUET

7:00pm - 10:00pm

Join us for a night of looking forward through the past at the Wisconsin & Upper Michigan Florists Association's Back to the Future Banquet. During the delicious meal, awards will be presented to honor the innovation, creativity, and dedication that makes our industry so wonderful. Be sure to arrive early and make time to meet new friends and catch up with old ones at our lively networking reception.

This year, prizes will be awarded throughout the evening for Best Costume, Most Creative Outfit, and Best Throwback Style, so be sure to show up in your best Retrofuturism-inspired outfit. We look forward (and look backward!) to seeing you at this most anticipated floral event!

SILENT AUCTION / RAFFLE

Each year the WUMFA Raffle and Silent Auction are one of the highlights of convention. Members solicit donations and service. Some items are placed in the raffle while others are put into the Silent Auction. A Live Auction will also be held at 3:30pm on Sunday. All proceeds go to benefit WUMFA scholarships. Visit www.wumfa.org (Annual Convention Tab) to download a Silent Auction donation form and help to make this the best fund raiser yet.



WUMFA CONVENTION 2025 PRESENTERS & SPONSORS



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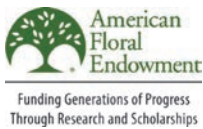
Read full bios at www.wumfa.org or scan QR code.



THANK YOU TO OUR 2025 WUMFA CONVENTION SPONSORS!

Thank you to our Annual Convention sponsors who make this convention possible and keep attending affordable for the attendees!

TITLE SPONSOR



SMITHERS-OASIS

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WUMFA CONVENTION 2025 ALL DAY & SPECIAL EVENTS

FRIDAY, MARCH 21, 2025

***INTERACTIVE HANDS ON BUSINESS SESSION: BUYING AND MERCHANDISING FOR PROFITABLE FLOWER SHOPS**

Join us for a full-day educational experience designed to empower shop owners and floral designers with strategic buying and merchandising techniques. During the morning session, attendees will explore systems to streamline profitable planning, buying, and inventory, followed by hands-on activities to create inspiring displays and designs. Learn the art (and science) of store layout and displays. At Noon you'll jump on the bus with a box lunch and enjoy a flower shop tour around Green Bay, Wisconsin, where you'll see merchandising and color story strategies in action at 3 local shops, Nature's Best, Buds N Bloom & Schroeder's. Walk away with practical tips, digital resources, and a fresh perspective on inventory planning and store setup.

This session runs 9am - 4:30pm; a computer or tablet is optional, floral tools required.



SPONSORED BY: Flower Shop Network

PRESENTED BY:
Doug Bates AIFD, CF, CFD, and
Kelsey Thompson AIFD, CFD

9:00a.m. - 4:30pm.
Huron

***Additional fee applies. Bring your tools.**



TRADESHOW RECEPTION

6:00 p.m. - 7:00 p.m.

Back to the Future blasts forward with the trade show opening, showcasing products new and old that will enhance your floristry business for years to come. Take part in a special backstage tour of the workroom and be inspired for a weekend of fun and education. FREE admission for Friday night!



FLORAL FEUD... AS SEEN ON TV

7:00 p.m. to 9:00 p.m.

Survey Says! Gather your shop and wholesaler family to form a team and participate in a night of fun and game. Floral Feud will deliver the questions and your team will provide the answers to see how they rank against answers provided by florists around the world.

As time allows, we'll also challenge you to some floral trivia. Bring your phone or tablet to download a special app. This session is free for all to attend.





WUMFA CONVENTION 2025

SESSION DETAILS

COLOR KEY:

Business Sessions (Green)
Hands-On Classes (Blue)

Main Stage Design Shows (Red)

Trade Show – (Purple)

***Additional Fee Applies**

SATURDAY, MARCH 22, 2025

*Hands on: Casket Spray & Panel Adornment Design Class



SMITHERS-OASIS

8:00am – 10:00am

Presented by: Kevin Ylvisaker AIFD, CAFA, PFCI

Sponsored by: Smithers Oasis

Location: Huron

Join us for an educational floral design workshop where you will learn the art of creating a beautiful and meaningful casket spray and a design appropriate for inside of the casket. In this hands-on class, you'll explore the techniques, materials, and design principles using Smithers Oasis products needed to craft two stunning floral creations.

You will gain the skills to create heartfelt tributes that expresses sympathy and celebrate the memory of the life of a loved one. What you'll learn:

- Selection of appropriate flowers and foliage for a casket spray and panel design
- How to build a balanced and harmonious design
- The use of color and texture to create a personalized tribute
- How to maintain freshness and longevity in the arrangement

*** Additional Fees Apply, Bring Your Tools.**

Business Session: Building a Brand Through Customer Service.

Presented by: Derrick Myers CPA, CFP



Sponsored by: Crockett, Myers and Associates

10:15 a.m. – 11:15 a.m. Wolf

Transform Your Customers into Raving Fans!

Elevate Your Customer Service: Create Raving Fans

Learn to:

- Deliver exceptional customer experiences
- Build strong customer relationships
- Handle challenges gracefully
- Foster a customer-centric culture

Join us to transform your customers into loyal advocates.

Main Stage Design Show: "Spring Splendor: Designing for Profit During the Season of Celebrations"

12:00pm – 1:00pm

Presented by: Jody McLeod AIFD, CFD, NCCPF

Sponsored by: Teleflora

Location: Wolf

Spring is bursting with opportunities for florists to maximize sales and creativity! From Easter and Prom to Mother's Day, birthdays, anniversaries, and even those heartfelt "I'm sorry" moments, this season is filled with chances to connect with customers. Join us for an inspiring stage program where Jody



will explore fresh, innovative designs tailored for every occasion, all while keeping profitability front and center. Discover strategies to elevate your offerings, enhance customer satisfaction, and make this Spring season your most successful yet!

*Hands on: Build Better Bouquets™

12:45pm – 2:45pm

Presented by: Amy Balsters

Sponsored by: Wisconsin Florists Foundation

Location: Huron

Join me for a hands-on design workshop, "Build Better Bouquets," on Saturday, March 22nd from 1:30-3:30pm. This in-depth learning experience is perfect for all levels, from beginners to pros. Come learn my unique approach to creating loose and airy, hand-tied bouquets using the spiral method. We'll practice terracing, framing, and grouping your materials. You'll also discover how to:

- Examine floral materials using flower categories
- Utilize color theory to create impactful designs
- Walk away with a step-by-step process to make stunning, on-trend bouquets your clients will love

Seats are limited, so don't miss this chance to refine your design techniques and gain valuable insights in a hands-on setting.

*** Additional Fees Apply, Bring Your Tools.**



Main Stage Design Show: Professional / Student / Novice Division Designer of the Year Run Off

3:30pm – 4:30pm

Commentated by: Fawn Mueller & Spencer Whitehouse-Seim

Sponsored by Wisconsin Florists Foundation & CalFlowers

Location: Wolf

You'll be on the edge of your seat as these talented florists showcase their creativity and skill!



Back to the Future Awards Banquet

7:00pm - 10:00pm

Step Back in Time for a Night of Fun and Recognition Join us for the Wisconsin & Upper Michigan Florists Association's Back to the Future Banquet. Enjoy a delicious meal, network with industry peers, and celebrate the achievements of our talented members.

Don't miss the exciting awards ceremony and costume contest! Dress in your best retrofuturistic style for a chance to win prizes.

We can't wait to see you there!



WUMFA CONVENTION 2025 SESSION DETAILS

COLOR KEY:

Business Sessions (Green)
Hands-On Classes (Blue)

Main Stage Design Shows (Red)
Trade Show – (Purple)

***Additional Fee Applies**

SUNDAY, MARCH 23, 2025

*Hands on: Floral Designs for a Memorial

Sunday, March 23, 2025

8:00am – 10:00am

Presented by: Kevin Ylvisaker AIFD, CAFA, PFCI

Sponsored by: Smithers Oasis

Location: Huron

In this class, you will learn how to create two beautiful and meaningful memorial designs to honor the life of a loved one. This class will guide you through the process of selecting the right flowers, colors, and materials to convey comfort, respect, and peace.

Through hands-on instruction and expert tips using Smithers Oasis products, you will gain the skills and confidence to create a heartfelt tribute that expresses sympathy and celebrates the memory of those who have passed.

Key Learning Outcomes:

- Learning modern design techniques for creating meaningful, aesthetically balanced pieces.
- Gaining insight into color theory and textural contrast for emotional expression.
- Practical skills in constructing tribute bouquets.

*** Additional Fees Apply, Bring Your Tools.**



SMITHERS-OASIS

Main Stage Design Show: Build Better Bouquets™

Sunday, March 23, 2025

10:15am - 11:15am

Presented by: Amy Balsters

Sponsored by: Wisconsin Florists Foundation

Location: Wolf

Join Amy as she shares her secrets to crafting beautiful bouquets in any style. Discover:

- Two key floral techniques
- The principles and elements of design
- Practical tips to improve your bouquet-making skills

Leave this presentation with the knowledge and confidence to create stunning, on-trend bouquets efficiently and profitably.



Business Session Keynote Sunday Luncheon: State of the Industry: Where do we go from here!

Presented by: Derrick Myers CPA, CFP

Sponsored by: Crockett, Myers and Associates

11:45am - 12:45pm Wolf

After taking a brief look at the last two years, Derrick will share his projections for 2025 and the industry outlook.



Main Stage Design Show: Profitable Plants: Beyond the Basket and Bow

Presented by: Samantha Bates, AIFD, CF, CFD

Sponsored by: FTD

1:00pm - 2:00p.m. Wolf

A plant in a basket with a bow no more! Join Samantha Bates AIFD as she reinvents the classic plant arrangement, moving beyond the standard basket and bow to create captivating, profitable designs through thoughtful up-selling with both natural and crafted elements. Discover strategies to elevate plant offerings in your shop with natural accents, creative containers, and unique man-made additions, all designed to increase sales and delight customers.



Main Stage Design Show: Merchandising and Design Techniques for Boosting Sales

Presented by: Kelsey Thompson AIFD, CFD and Doug Bates AIFD, CF, CFD

Sponsored by: Flower Shop Network

2:30pm-3:30p.m. Wolf

Elevate Your Shop: Maximize Sales and Boost Profits
Discover how to:

- Create stunning displays that attract customers
- Sell more products, from fresh flowers to gifts and decor
- Stay ahead of trends and color stories
- Enhance the shopping experience and drive sales

Join us for a dynamic presentation filled with practical tips and inspiring ideas to elevate your floral shop.



2025 WUMFA Design Contest

Let's get groovy, get creative, and let your imagination go wild! This contest is an opportunity to learn and evolve as a designer. This year as we focus on "Back to the Future" you will apply your skillset to show current and future trends

SPONSORED BY :
Wisconsin Florists Foundation



MARCH 21-23, 2025
Oneida Hotel & Conference
Center, Green Bay, WI

Student Division (High School Level)

Theme: Pocket Boutonniere

It's all the rage currently! Design a stylish pocket square boutonniere for prom or a wedding. Design must fit into a suitcoat pocket. Color and vibe designer's choice..

College/Trade School/Novice Division

Theme: Memorial Plant

A customer request of a single sympathy plant to send on delivery for a nature loving person that collected many treasures from the forest in their lifetime. From rocks to lichens, branches and sticks to birch pieces, feathers, and more. This Single Plant arrangement is to be unique from all the others. They requested no peace lily.

Professional Division

Theme 1: World Bridal Bouquet and Boutonniere: Create an out of this world bridal bouquet and boutonniere combo for a star gazing couple that met at the planetarium and are hosting their wedding there. Bouquet style can be of any kind and for the Groom's boutonniere, they requested a non-pin option of any style to match his bride's bouquet.

Theme 2: High School Reunion Party Design: It's the class reunion for 1987 and the local high school planning committee commissioned you to design a punch bowl table arrangement with a modern twist. Their school colors are blue, and orange and their mascot is the "Tigers".

Academy Division

Theme: Movie Premiere Party "Back to the Future" : Create a "Back to the Future" themed one-sided arrangement suitable to be placed at movie theater entrance. There will be a pipe and drape in the back of your design and the wall.

PRIZES FOR ALL CATEGORIES AND THEMES:

FIRST PLACE: \$225, Ribbon, and Certificate

SECOND PLACE: \$150, Ribbon, and Certificate

THIRD PLACE: \$100, Ribbon, and Certificate

PROFESSIONAL DIVISION DESIGNER OF THE YEAR: \$300.00, Certificate, and Plaque

STUDENT DIVISION DESIGNER OF THE YEAR: \$200.00, Certificate, and Plaque

ACADEMY: \$500.00 and Certificate



Download contest packet at <https://www.wumfa.org/wumfa-annual-convention>
Fawn Mueller CF at (715-218-5011) or email: fawn@inspiredbynaturellc.com
You can also contact the WUMFA office at (517) 253-7730.
For full descriptions of Themes, Download the Design Contest Packet



WUMFA CONVENTION 2025

SCHEDULE AT A GLANCE

COLOR KEY:

Business Sessions (Green)

Hands-On Classes (Blue)

Main Stage Design Shows (Red)

Trade Show – (Purple)

***Additional fee applies**

FRIDAY, MARCH 21, 2025

8:00 a.m. - 7:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
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	Huron
1:30 p.m. - 4:00 p.m.	*Hands On Certified Florist testing.	Huron
6:00 p.m.	First Timer - Backstage Pass, Open to Everyone	Registration Desk
6:00 p.m. - 7:00 p.m.	Trade Show Reception, Open Free to Members and Non-Members	Turtle/Bear
7:00 p.m. - 9:00 p.m.	Floral Feud-As Seen on TV Open Free to All	Wolf

SATURDAY, MARCH 22, 2025

7:30 a.m. - 5:00 p.m.	Registration Desk Open	Entrance Three Clans Ballroom
8:00 a.m. - 10:30 a.m.	Design Contest Registration, Sponsored by: Wisconsin Florists Foundation & CalFlowers	Entrance Three Clans Ballroom
8:00 a.m. - 10:00 a.m.	*Hands-On Workshop: Casket spray & Panel adornment design Presented by: Kevin Ylvisaker, Sponsor: Smithers Oasis	Huron
10:15 a.m. - 11:15 a.m.	Business Session: Building a Brand Through Customer Service, Presenter: Derrick Myers, Sponsored by: Crockett Myers	Wolf
11:00 a.m. - 5:15 p.m.	Trade Show Open	Turtle/Bear
11:00 a.m.	First Timer - Backstage Pass, Open to Everyone	Registration Desk
11:00 a.m. - 6:00 p.m.	Silent Auction Open	Turtle/Bear/Wolf
11:15 a.m. - 11:30 a.m.	Trade Show Only Shopping Time	Turtle/Bear
11:30 p.m. - 12:30 p.m.	Main Stage Design Show: "Spring Splendor: Designing for Profit During the Season of Celebrations" Presented by: Jody McLeod, Sponsored by: Teleflora	Wolf
12:30 p.m. - 12:45 p.m.	Trade Show Only Shopping Time	Turtle/Bear
12:45 p.m. - 2:45 p.m.	*Hands-On Workshop: Build Better Bouquets, Presented by: Amy Balsters (The Floral Coach) Sponsored: Wisconsin Florists Foundation	Huron
2:00 p.m. - 6:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
2:45 p.m. - 3:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
3:30 p.m. - 4:30 p.m.	Main Stage Design Show: Professional / Student / Novice Division Designer of the Year Run Off Commentated by: Fawn Mueller & Spencer Whitehouse-Seim, Sponsored by Wisconsin Florists Foundation & CalFlowers	Wolf
6:00 p.m. - 7:00 p.m.	Networking Reception	Turtle/Bear/Wolf
7:00 p.m. - 10:00 p.m.	*Awards Banquet	Wolf

SUNDAY, MARCH 23, 2025

7:30 a.m. - 4:30 p.m.	Registration Desk	Entrance Three Clans Ballroom
8:00 a.m. - 3:30 p.m.	Design Contest Open for Viewing	Entrance Three Clans Ballroom
8:00 a.m. - 10:00 a.m.	Hands-On Workshop: Floral Designs for a Memorial Presented by: Kevin Ylvisaker Sponsor: Smithers Oasis	Huron
10:00 a.m. - 11:30 a.m.	Trade Show Open	Turtle/Bear
10:00 a.m. - 11:30 a.m.	Silent Auction Open	Turtle/Bear/Wolf
10:00 a.m. - 10:15 a.m.	Trade Show Only Shopping Time	Turtle/Bear
10:15 a.m. - 11:15 a.m.	Main Stage Design Show: Build Better Bouquets, Presented by: Amy Balsters (The Floral Coach) Sponsored: Wisconsin Florists Foundation	Wolf
11:45 a.m. - 12:45 p.m.	Annual Meeting Luncheon w/Business Session Keynote: State of the Industry: Where Do We Go from Here! Presenter: Derrick Myers, Sponsored by: Crockett Myers	Wolf
12:45 p.m. - 3:30 p.m.	Silent Auction Open	Turtle/Bear
12:45 p.m. - 2:30 p.m.	Trade Show Open	Turtle/Bear
1:00 p.m. - 2:00 p.m.	Main Stage Design Show: Profitable Plants: Beyond the Basket and Bow, Presented by: Samantha Bates, Sponsored by: FTD	Wolf
2:00 p.m. - 2:30 p.m.	Trade Show Only Shopping Time	Turtle/Bear
2:30 p.m. - 3:30 p.m.	Main Stage Design Show: Merchandising and Design Techniques for Boosting Sales Presented by: Doug Bates, and Kelsey Thompson, Sponsored by: Flower Shop Network	Wolf
3:30 p.m. - 4:00 p.m.	Live Auction	Wolf

WUMFA 2025 Annual Convention Registration Form

March 21-23, 2025 • Oneida Hotel and Conference Center • 2040 Airport Dr. • Green Bay, WI 54313



Shop Name _____ Fax _____
 Submitted By _____ E-mail _____
 Address _____ Alternate Contact Number _____

 City/State/Zip _____
 Phone _____

REGISTER ONLINE AT WWW.WUMFA.ORG

Mail to WUMFA, P.O. Box 67, Haslett, MI 48840. Fax to (517) 575-0010 f

***(Does not include any optional events)**



	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	Sat/Sun Weekend Value Pass Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Sat/Sun Weekend Value Pass Student Includes Entrance to Exhibits, Main Stage, Business Sessions, and Lunch & Sat. Banquet	Weekend Shop Pass Weekend pass for as many employees as your shop wants to bring. Entrance to Exhibits, Main Stage, Business Sessions, Design Contest	Optional Events				TOTAL ALL EVENTS		
										Friday	Saturday		Sunday			
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. 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 3/7/25 to receive a refund less a 15% processing fee. No-shows and cancellations received after 3/7/25 will not be refunded.										All-Day Hands-On Workshop: Buying and Merchandising for Profitable Flower Shops	Hands on Workshop: Casket Spray & Panel Adornment Design Class	Hands on Workshop: Build Better Bouquets	Banquet \$70 at the Door, Table for Eight \$500	Hands on Workshop: Floral Designs for a Memorial	WUMFA Design Contest Circle what you are entering: HS Novice Pro 1 Pro 2 Academy \$10 each Pre-registration \$15 each at the door	
Member Early, before	\$60	\$20	\$79	\$30	\$99	\$50	\$149	\$100	\$500	\$350	\$99	\$99		\$99	\$10 ea.	
Member 3/7/25 and After	\$75	\$20	\$94	\$30	\$125	\$50	\$175	\$100	\$600							
Non-Member Early, before 3/7/25	\$90	\$30	\$119	\$45	\$149	\$75	\$199	\$125	N/A	\$500	\$149	\$149		\$149		
Non-Member 3/7/25 and After	\$105	\$30	\$134	\$45	\$175	\$75	\$225	\$125	N/A							
1.																
2.																
3.																
4.																
REGISTRATION TOTAL																

HOTEL INFORMATION ONEIDA HOTEL

Formerly the Radisson Hotel & Conference Center
 Call 920-494-7300 for overnight rooms. Mention Wisconsin & Upper Michigan Florist Assn. for \$119++ prior to 2/25/25

REGISTER ONLINE AT WWW.WUMFA.ORG



PAYMENT

Cardholder Name (please print) _____
 Card Number _____ Exp. Date _____ CSC _____
 Billing Address _____ City/State/Zip _____
 Cardholder Signature _____