

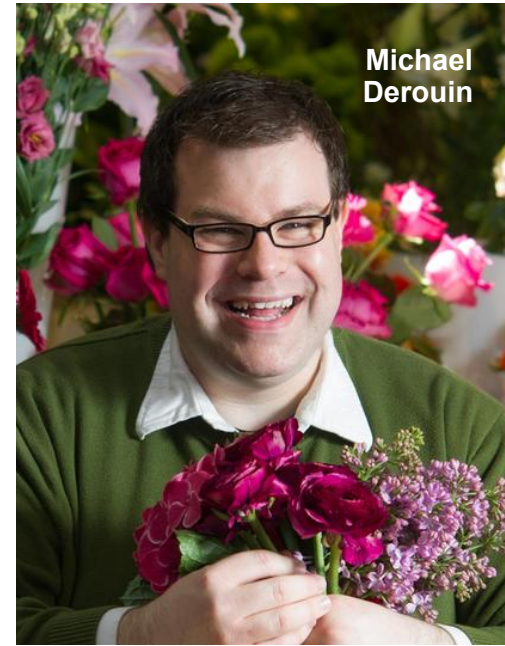
Who is the Modern Florist?

Staying Current in the
Changing Landscape

**April 13 & 14
@ Point Lookout**

**Bring the
whole crew,
because the cost
of registration
covers the whole
shop!!!**

MSFGA SPRING SHOW



Michael
Derouin

Who is the Modern Florist?

Well...we all look different.
So do our designs.
So do our businesses.

We are excited to welcome all of you
back to Point Lookout in Northport, ME.

We have an exciting weekend of
learning and sharing on the docket. We
want to share the status of our year-
long strategic planning work for the
MSFGA, and **asking for your input.**

PLEASE JOIN US.

More information on our website:
www.mainestatefloristsandgrowers.com

We're excited to welcome
Michael Derouin
AIFD AAF PFCI CAFA
to the main stage.

Michael Derouin is a second-generation floral
designer, raised in his family's florist where he
learned by osmosis.

After his family closed their stores in 2007,
Michael joined McArdle's, the state's largest
florist, located in Greenwich, Connecticut.
Today, as the Director of Floral Design, Michael
manages the design department and leads the
team that creates florals for the company's
discerning clientele.

By the age of 31, Michael was invited into
membership in the industry's four most
prestigious organizations; The American
Institute of Floral Designers (AIFD), The
American Academy of Floriculture (AAF),
Professional Floral Communicators International
(PFCI), and The Canadian Academy of Floral
Art (CAFA).

Michael currently sits on the Board of Directors
of The Connecticut Florists Association where
he serves as Vice President. He is humbled to
be the recipient of numerous design awards
including The 2001 Connecticut Floral Designer
of the Year.

While Michael enjoys all aspects of the floral
industry, his passion is education. He enjoys
presenting garden club programs in addition to
teaching and learning from industry
professionals. In his own words:

"There is an immense sense of fulfillment when
sharing knowledge and teaching others. A
feeling that pales in comparison to most others.
The designer who presented at the first design
show I ever attended made a lasting impression
on me. I was inspired and knew at that moment
I wanted to do that very same thing. I could only
hope that I might have that same affect on
someone, someday."

Saturday April 13th

- 9:00 am **Registration Opens**
10-12pm **Workshop 1:** Moongate Arbors w/
Cullen Schneider
12pm **Trade Fair Opens**
12-2 pm **Workshop 2:** Bridal Bouquets in
the Chapple Egg w/ Michael
Derouin
2:30-4:30 **Workshop 3:** Social Media Mania
w/ Jeremy Bourque
2:30-4:30 **Workshop 4:** Developing your
Signature Style & Brand w/
Rebecca Carter
5:00-6:00 **Welcome Reception** in Trade Fair
6:00 pm **Dinner**
7:00 pm **Graduation and Michael Derouin**
Presents: Camera Ready
Design

Sunday April 14th

- 7:30am **Registration Opens**
7:30-9:00 **Design Contest Registration**
no entries after 9:00am
8-9 am **Info Session:** Intro to MMFD w/
Rhonda Little and Mark Pellon
9-10:30 **Main Stage Presentation:** Panel
Discussion: Who Is the
Modern Florist? (Main Stage)
10:30-11:30 **Brunch & Annual Meeting**
11:30-12 **Trade Fair Time & Design Off**
12-1pm **Michael Derouin Presents:**
Updated Everyday Design
1-1:30 **Trade Fair Time**
1:30-3 **Main Stage Presentation:** Growing
MSFGA~Interactive Workshop
to Inform the Future
3:00pm **Designer of the Year Award &**
Live Auction

Workshops \$65 members, \$85 non-members

Workshop 1: Saturday 10am-12pm Moongate Methods & Techniques

Instructors: Cullen Schneider AIFD & Matt
DuBois

Covering *at least* 4 different approaches to
flowering a moongate, from just a few
blooms to lots and lots of flowers! Bring your
tool kit and sense of adventure!

Workshop 2: Saturday 12-2pm Bridal Bouquets in the Chapple Egg

Instructor: Michael Derouin AIFD

This modern bridal technique is still SO
popular. The egg makes the trendy, large,
trailing, hand tied bouquet easy and fun to
create. Bring your tool kit.

Workshop 3: Saturday 2:30-4:30pm Social Media Mania

Instructor: Jeremy Bourque

Just what should your social media presence
be like these days? How do you juggle
multiple platforms? What works? Bring your
smartphone or tablet and an open mind.

Workshop 4: Saturday 2:30-4:30 Developing your Signature Style & Brand

Instructor: Rebecca Cater AIFD EMC

Do you have a signature style? Do your
customers know you, and what to expect
from your designs? Is it possible to let your
creativity blossom even in the humdrum of
everyday design? Can the best parts of your
brand be what you do everyday? Bring your
tool kit.

Info Session: Sunday 8-9am

Introduction to MMFD

Instructors: Rhonda Little and Mark Pellon
Demo and Q&A with our current and former
instructors of our Maine Master Floral
Designer class. ***FREE, just come!***

Enter our Design Contest for MSFGA Designer of the Year & the People's Choice

This year's theme:

Designing in Living Coral

"Vibrant, yet mellow PANTONE 16-1546 Living
Coral embraces us with warmth and nourishment
to provide comfort and buoyancy in our
continually shifting environment."

~ www.pantone.com

Go ahead, show off your best! We won't even tell
you what to make. It can literally be any kind of
design from a centerpiece to a bridal bouquet to
a get well arrangement for the hospital. Your
charge is to showcase Living Coral the
Pantone Color of the Year.

\$100.00 maximum floral wholesale cost.
please bring an invoice with you, detailing the
prices of the product in your piece.
design must not exceed 3'x3'x3'

Contest registration in Trade Fair Room on Sunday March 25th 7:30-9am No entries accepted after 9am!!

First Place \$100, Second \$75, Third \$50

Point Lookout Resort & Conference Center 67 Atlantic Avenue Northport, ME 04849 207.789.2000

www.visitpointlookout.com

One Queen Bedroom \$99
Two Bedrooms, One Bath \$159
Three Bedrooms, Two Bath \$179

Reserve today and be sure to
mention MSFGA to get the best rate!

Registration Form

Member Name _____

Address _____

Phone _____

Email _____

MSFGA Annual Dues (\$60): _____

Weekend Registration (per member shop):

MSFGA Members # ___ @ \$65 _____

Non Members # ___ @ \$85 _____

Workshops:

Moongate Methods & Techniques

MSFGA Members # ___ @ \$65 _____

Non Members # ___ @ \$85 _____

Bridal Bouquets in the Chapple Egg

MSFGA Members # ___ @ \$65 _____

Non Members # ___ @ \$85 _____

Social Media Mania

MSFGA Members # ___ @ \$65 _____

Non Members # ___ @ \$85 _____

Developing your Signature Style & Brand

MSFGA Members # ___ @ \$65 _____

Non Members # ___ @ \$85 _____

Saturday Dinner # ___ @ \$49 _____

Sunday Brunch # ___ @ \$29 _____

Total Due: \$ _____

Payment: At door ___ Check enclosed ___

Credit Card _____

Exp. _____ CCV _____

Please mail your registration to:

Cullen Schneider AIFD, C/O Fairwinds Florist,
PO Box 174, Blue Hill, ME 04614

Questions? Call Cullen at **207-374-5621** or
email at fairwindsflorist@gmail.com