

RE-BLOOMING IN 2023

Black Bear Inn

Orono, Maine

Saturday April 22

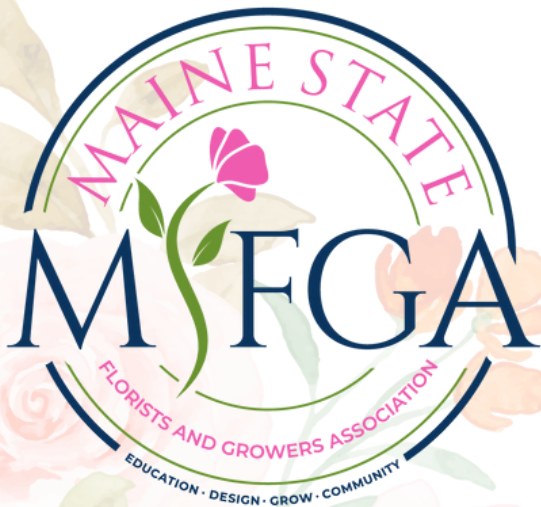
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Sunday April 23

Pre-register by mail or on our website!

www.msfga.org





JOIN US WITH A MEMBERSHIP!

MSFGA strives to bring education, knowledge, growth opportunities and positive change to our industry statewide. We are connecting florists, flower farmers, greenhouse growers, designers, business owners, students and many more across the state. By working together, we can be the backbone for educational and networking possibilities, and support each others businesses + endeavors along the way. When you see flowers in Maine, we hope you think of the **Maine State Florists & Growers Association!**

To find our more information, you can visit our website, www.msfga.org or for inquiries and questions, feel free to contact us at

info@msfga.org

Saturday, April 22, 2023

8:30 - 9:00am: **Registration**

9:00 - 9:30: **MSFGA Welcome!**

9:30 -11:00: **Succulent Workshop with Lauren Kimball of Mainly Succulents**

Hands on! Learn new ways of using succulents for weddings, events, every day arrangements, corsages, favors + more! Lauren will go over replanting after the event and teach us how to create your own Succulent Dish Garden to take home.

11:00 -12:00pm: **Lunch on Your Own**

12:00 - 1:00: **Wedding Blooms to Bouquets with Vince Butera AAF, AIFD, PCFI**

A fresh look at blooms, floral design and techniques to energize your 2023 wedding season!

1:30 - 3:00: **Who knew Glue?! Laurie Lemek, I BUY Flowers, CFD, AIFD, PCFI**

Hands on! This class will teach you the techniques of creating a solid and comfortable base for head wreaths, wrist corsages and more! This technique is the building block for many floral projects.

Sponsored by IBuyFlowers & Oasis Floral Products!

3:30 - 5:00: **Wedding Designs with Vince Butera AAF, AIFD, PCFI**

Butera the Florist will present focal point decorating for Ceremony & Reception.

6:30 - 7:30: **Pasta Bar Dinner!** Vegan + GF options available. Cash Bar!

7:30 - 8:30: **Graduation Ceremony & Awards**

Presentation of certificates and graduation for the PCF (Professionally Certified Florist).

Reserve a room at the Black Bear Inn & join us for Sunday!



Sunday, April 23, 2023

8:30 - 9:00am: **Registration**

9:00 - 10:00: **Buying Local, What a Small Flower Farm can do for YOU!**

Mary T. Turner, Salt Farm Flowers

Everyone needs local flowers for their events! Mary will discuss the flowers and florals she grows on her farm, that you can purchase in Maine. She will offer examples and handouts for this farm to vase experience. She will also discuss what locally grown flowers and botanicals work best for arbors, bouquets, personal flowers + drying methods.

10:15 - 11:30: **Maine Flower Collective!**

Come learn how to source local flowers from across the state that can be delivered right to your door! Also, a round table discussion; what do growers need from florists and what to florists need from growers?

11:30 -12:30pm: **ANNUAL MEETING & Lunch at the Black Bear Inn**

12:30 - 2:00: **Social Media Marketing Dive with Mary Haley, CEO, & Owner of MXH Marketing.**

Mary will take you on a deep dive into social media marketing and strategy. She'll cover the major platforms, their quirks, benefits, and cons to paid advertising, strategy, audience targeting, content creation, and best practices to ensure your social media is consistent, effective, and investment worthy.

2:00 - 3:30: **MSFGA Mini Fryeburg Fair @ The Black Bear Inn!**

Mark Pellon & Bill Sheehan of Lougee & Frederick's, Susan Laferriere of Spring Street Greenhouse + Carmen Nelson and members of the board. This is an opportunity to see a mini version of MSFGA's biggest floral event of the year. The proceeds from the Fryeburg Fair allow us to put on educational seminars and other events throughout the year! There will be a live auction at the end of the show and please come sign up for the 2023 Fryeburg Fair! Positions are paid!

RE-BLOOMING IN 2023 SIGN-UP

Attend one seminar or the entire weekend!

Pre-registration required. Mail this completed form and payment, or you can sign-up online @ www.msfga.org

Business Name: _____

Name(s) of attendees: _____

Mailing Address: _____

Email Address: _____

Phone Number: _____

Circle all that describe your business;

Flower Farmer Greenhouse Grower Retail Wholesale

Retail Florist Studio Florist Events & Weddings

If a grower; **Annual Flowers Vegetables Perennials Shrubs Trees**

Become a Member (\$65): Yes or No (please circle)

Succulent Workshop (\$45 for Members, \$55 non-member): _____

Wedding Seminar + Hands on (\$65 Member, \$85 Non-member): _____

Sunday Seminars (\$30 for Members, \$50 for Non-members): _____

Saturday Dinner, Pasta Bar, rolls, breadsticks, beverage & dessert \$22.95: _____

Sunday Lunch, Wrap/ Sandwich Bar, chips, beverage & dessert, \$19.95: _____

(All prices are per person) **Total Registration:** _____

Registration is due by Friday, April 7

Mail to: **MSFGA, 40 Stagecoach Drive, Topsham, ME 04086**

RE-BLOOMING IN 2023 FACTS

Where is the show?

- **Black Bear Inn**, 4 Godfrey Drive, Orono, ME 04473 (Just off exit 193 on I95)

Who can attend?

-Anyone, no matter their floral or plant knowledge!

Do I need to be associated with a shop/ grower?

-Not at all, individuals, students, retirees and everyone in-between are welcome.

What do I need to bring?

Wedding workshop attendees- please bring the following;

Floral knife, scissors, wire cutters, 1 tube of Oasis Floral Adhesive, measuring tape, 1 square of basil green felt (8x10), 12 green pipe cleaners, sheer ribbon, #5 color of your choice.

Succulent workshop attendees: All supplies will be provided, just bring gloves if you prefer.

All other attendees, bring a notebook, something to write with!

Parking:

-There is plenty of on-site parking for attendees, for the day and/or weekend.

Can we stay at the hotel?

- Yes! Tell them you are with the Maine State Florists & Growers Association

Any other questions?

- Give Katey Campbell a call @ 207-756-5553

Mail registration to: **MSFGA, 40 Stagecoach Drive, Topsham, ME 04086**