

## Wisconsin Florist Promotes SAF Senior Study

Thanks to some live media coverage in June, Wisconsin consumers heard the buzz about Rose Month, thanks to freelance florist Susan Wilke, PFCI. Wilke dropped off rose bud vases and press releases at more than five of her local TV stations and 15 radio stations. The press release included fun facts about roses (courtesy of SAF and Equiflor-Rio Roses) and it highlighted the SAF Senior Study, which found that flowers help senior citizens cope with aging.)

Wilke helped senior citizens



**COMING UP ROSES** Using SAF-Rutgers University research, Susan Wilke, PFCI, a freelance florist in Franklin, Wis., leads a workshop for senior citizens on how flowers can help them cope with some of the challenges of aging.

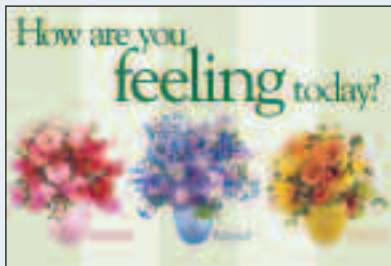
celebrate Rose Month at Brenwood Park Senior Apartments in Franklin, Wis., where she hosted a hands-on workshop for more than 40 residents. With donated roses and supplies from Equiflor-Rio Roses in Miami and Karthausers and Sons in Germantown, Wis., the group made topiaries and reminisced about the flowers at their own weddings, Wilke says.

To learn more about SAF's consumer research studies, visit [www.safnow.org/research/consumer\\_research.cfm](http://www.safnow.org/research/consumer_research.cfm). 🌿

## Members in Action

### Colorful Postcards

When Joanne Fernandez of Hutcheon's Flower Company in Abington, Mass., sends her customers SAF Flower Therapy Postcards, they ask,



"What's that arrangement on the front? Can I order that?"

"The SAF postcards promote flowers, not someone else's container," Fernandez says.

SAF postcards are an effective way to alert current and potential customers to a florist's services and specials. These full-color postcards, with space for personalization, are sure to stick out in any mailbox. Use them with the matching statement stuffers and posters to really drive your message home.

#### Member Price (per pack of 100):

1 to 4 packs: \$7.95 each; 5 to 49 packs: \$5.95 each; 50+ packs: \$3.95 each

#### Non-Member Price (per pack of 100):

1 to 4 packs: \$15.95 each; 5 to 49 packs: \$11.95 each; 50+ packs: \$7.95 each

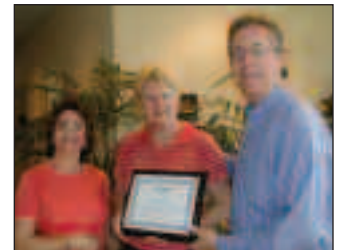
To order, take a trip to the SAF Market at [www.safnow.org](http://www.safnow.org), or contact Member Services at [memberinfo@safnow.org](mailto:memberinfo@safnow.org); (800) 336-4743. 🌿

## Put SAF on Your 'Must-See' List

If your summer or fall travels bring you to Washington, D.C., take a break from visiting museums and landmarks to stop by SAF headquarters, just a short drive from the nation's capital. Two SAF members — Pamela Smith and Tina Ashburn — did just that when they were in town this June and saw firsthand how the organization works.

Smith, the owner of Roadrunner Florist in Phoenix and a 25-year SAF member, met with staff and discussed changes in the industry and the support SAF has given her over the years. Peter J. Moran, SAF's executive vice president and CEO, greeted Smith and Ashburn when they arrived.

"I keep my membership because I know the quality of the organization," Smith told Moran. "SAF has always been there for the florist."



**MEETING THE MEMBERS** Peter J. Moran, SAF's executive vice president and CEO (right), thanks Pamela Smith of Roadrunner Florist in Phoenix, Ariz. (middle), for her 25-year SAF membership. Tina Ashburn (left), Smith's only employee, surprised her with the visit during their trip to Washington, D.C.

## Tracking the Trends, Cyber Style

SAF's Floral Trend Tracker is now being published electronically — the first edition arrived in SAF members' e-mail inboxes last month.

First published in 1996, Floral Trend Tracker has, for 10 years,



**YOU'VE GOT MAIL** SAF's celebrating the Floral Trend Tracker's 10th year by making it available electronically to all SAF members.

trend report delivered directly to their inboxes four times a year.

As SAF wrote in its debut issue: "This is the first floral industry resource to focus exclusively on how national and industry data impacts your bottom line, regardless of size or segment of your business. We're doing the research and analysis that you would do if you had the time."

Didn't get the debut e-version in June? Contact Rebecca Pollack at [rpollack@safnow.org](mailto:rpollack@safnow.org); (800) 336-4743. Keep an eye on your inbox next month — the next issue is headed your way.

provided the floral industry with not only data but also analysis of emerging business and floral industry trends as well as insight into the most recent holiday sales results. SAF members continue to enjoy the colorful version of the

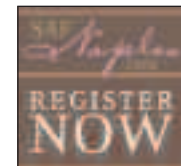
## SAF Naples 2006

If you're tired of walking a tightrope to meet your deadlines and swinging from a trapeze to check off your to-do list, you'd better sign up for SAF's Annual Convention. At SAF Naples 2006, Sept. 27 to 30, Dan Thurmon, president of Motivation, Inc., will give you the mindset to gain control of your accelerated life.

Thurmon will give solutions to everyday life Sept. 28, at the convention Kick-Off Breakfast. He'll also reveal secrets to accomplishing more tasks in less time with greater accuracy and enjoyment.

In 2003, Thurmon took home honors from the National Speakers Association, earning its "Certified Speaking Professional" award.

SAF expects a full house at the 122nd Annual Convention. Register today for the Early-Bird Special (by Aug. 24) at [www.safnow.org/meetings/convention.cfm](http://www.safnow.org/meetings/convention.cfm). For more information, contact Laura Weaver, CMP, at [lweaver@safnow.org](mailto:lweaver@safnow.org); (800) 336-4743. 🌸



— Rebecca Pollack

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## SAF on the Hill

### Wholesaler Hosts Representative

When John Scott Wilkins and Paul Fowle of Delaware Valley Floral Group in Sewell, N.J., visited Washington, D.C. in March, during SAF's Congressional Action Days, they extended open invitations for the lawmakers they visited to tour their facility. In May, Rep. Frank LoBiondo (R-2-N.J.) took them up on their offer.



**CONGRESSIONAL CONNECTION** Paul Fowle (left) and John Scott Wilkins (right) discussed their industry concerns with Rep. Frank LoBiondo (R-2-N.J.), who is up for re-election.

"We would have thought he'd stay for 30 or 40 minutes, but he stayed for two hours!" Wilkins says. "For a congressman to take that much time out of his schedule, wanting to engage in conversation, we are very pleased."

When LoBiondo paid a second visit May 31 to Delaware Valley, Wilkins and Fowle discussed their positions on estate tax repeal and immigration reform, two issues on

which they all agreed. Though LoBiondo voted for the "enforcement-only" bill that the U.S. House of Representatives passed in December, he is considering a more comprehensive approach, Wilkins says.

"We go out of our way to show our support for him, and he returns that by visiting and discussing our concerns," Wilkins says.

### Saying Thank-You with Flowers

Grower Michael Anthony Mellano of Mellano & Company, San Luis Rey, Calif., recently sent flowers to Sens. Dianne Feinstein (D) and Barbara Boxer (D) with a note: "Thanks for your continued support of comprehensive immigration reform. We appreciate your strong support of agriculture and the U.S. economy!"

How did your senators vote this summer on the "Comprehensive Immigration Reform Act of 2006" (S. 2611)? Go to [www.safnow.org](http://www.safnow.org) and click on legislative action center to find out. If they voted for the bill, it's not too late to send thank-you flowers that will be noticed and appreciated — and it helps keep the issue of immigration reform in front of your lawmakers during the crucial summer months while the U.S. Senate and U.S. House of Representatives hash out the issue and look for a compromise. If your senators voted for the bill, let them know that you appreciate their vote — and remind them that their continued support of comprehensive immigration reform is important to you. 🌸

— Rebecca Pollack

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