



Florists Supply Ltd.

The Source

May 2010 Edition

Florists Supply - A Look Back in Time



Pictured Above:
The Winnipeg Tribune, June, 22, 1957. The article pictured here is available as a full-sized article; please look in the package for the insert.

In the January 2010 Issue of The Source our cover story featured a brief history of Florists Supply to help celebrate our Diamond Anniversary. To continue with the anniversary celebration we are sharing a newspaper article with you from The Winnipeg Tribune that dates back to Saturday, June 22, 1957.

The original article was provided by Dick Beckman Jr., Cut Flower Purchasing Manager located in our Winnipeg branch. His father, Dick Beckman, Sr. was one of the staff featured in the article (bottom right) and it was saved by his mother, Mrs. Ruth Beckman, as a keepsake all these years.

We *very carefully* scanned and digitally re-created parts of the typeset as the newspaper was literally crumbling. We then had it printed to "actual size" so you could enjoy the article. It is included as an insert to The Source and your Summer Flyer.

The story goes into detail on where the flowers of the time were shipped in from, the most popular blooms, the wedding and everyday trends and even some pricing for the average wedding. The interest in the flowers and writing style of the article paint a lovely picture of our industry.

Thank you to the Beckman's for sharing this bit of history not only about Florists Supply, but an interesting look back on the floral industry.

We hope you enjoy!

For more details on the history of Florists Supply you can view the January Issue of The Source on our website home page at www.floristssupply.com

Inside this Issue:

Hope Is Blooming Fundraiser	2
Parallel Lines	3
Director of Sales & Branch Manager Announcements	4, 5
Getting to Know Us	7



Hope Is Blooming Fundraiser

HOPE IS
BLOOMING



Once again, Florists Supply Edmonton was honored to present the “**Hope is Blooming**” fundraiser. This was held during International Women's Week from March 7-13, 2010. Flower shops across the province sold daisy bundles with the proceeds going to the Ted & Lois Hole Healing Garden. This was the third year we have held this fundraiser.

Hope is Blooming raised funds for one of the most exciting healthcare projects to take place in Alberta - the Lois Hole Hospital for Women, a new, state-of-the-art dedicated Women's Hospital.

Thank you to all of our customers for your continued participation! This years amount brings funds raised to date over \$14,000 in support of the Ted & Lois Hole Healing Garden.



The official opening of the much anticipated Lois Hole Hospital for Women was held on Thursday, April 8, 2010. They held an exclusive Ribbon Cutting Reception (pictured above) in commemoration of this landmark facility and to honour the remarkable Lois Hole, former Lieutenant Governor of Alberta, whose legacy of hope has inspired a province.

For more information on Lois Hole Hospital for Women events, please visit www.loisholehospital.com

Spring Design Show - Grand Prize Draw

Thank you to everyone who attended our Spring Design Show. This year our show focused on three major areas: The Principles of Design were demonstrated in modern and contemporary designs, Modern Bridal Designs in bouquet work, and A Glass Act—Out of this World Designs done in glass containers with new and unique techniques.

A special thanks to our Designers:

Derrick Hollar, AIFD, CAFA , Roy Jackson, CAFD, FTD Master Designer, Dan Kotecki, AIFD, Neville MacKay, My Mother's Bloomers, Halifax, NS, Emily Mays, AIFD, Ailien Holdis, and Donald Yim, AIFD, CPFID.

Grand Prize Winners - 1/2 Karat Diamond Pendant with White Gold Necklace

Winnipeg



Heather from U Floria with company President Laurie Nesbitt.

Saskatoon



Maxine Cross, Floral Designs & Gifts (middle) shown with Dawn Debert, Supply Manager (left) and Sandra Mierau, Cut Flower Manager (right).

Edmonton



Debbie from Flowers by Present Trends with Branch Manager Colleen Hemmingway.

Vancouver



Hazel Jones from Blooms at Fleetwood (right) shown with Branch Manager Reagan Van Herk.



Parallel Lines

Laurie Nesbitt, C.A.
President

Potential Liabilities from PST Audits

I hate to start off a column with a dry topic like provincial sales taxes but thought this would be a good topic to raise awareness (or as a reminder) for our customers that operate in a province subject to Provincial Sales Tax (PST). As a wholesaler we ask customers for proof they are registered for the PST and in turn then do not charge them PST on their purchases from us, assuming all purchases from us with eventually be resold. This assumption is pretty obvious for fresh flowers, which amounts to roughly 65% of our sales. The assumption that all purchases will be resold on the hard goods side of the business is not quite as cut and dried. We went through a PST audit in 2009, and a recent discussion with one of our Manitoba customers who had a PST audit, brought back a few important reminders.

PST should not be exempt on purchases made for consumption or use in your business, not for resale.

What examples of items can you think of that you buy from us that are not resold? There are some that are pretty obvious such as cutting tools, stemming machines, aprons, display racks, and cooler buckets. There are others not so obvious such as flower preservative used in the processing of stock flowers, display furniture, and window display items. Any debatable items it will help your argument if the items are priced to sell (for example price your displays such as shelving, antique furniture, columns, extra cutting tools).

PST should not be exempt on purchases ultimately for your own personal use or for your employees.

If you are buying products through your own business that are ending up in your home or in your staff's home be aware that PST should be paid on those purchases.

PST on Bad Debts can be recovered.

When an outstanding receivable is determined to be uncollectible the PST remitted on the initial sale can be claimed back (the same goes for the GST). This one works in your favour yet some businesses overlook this in their bookkeeping.

Self assessing PST can add administrative work to your business and some may take the position of "let's leave it as is unless discovered in an audit". You can argue that you were not aware, you can argue that all items in your store are for resale (helps if all items actually have a selling price), but you may still be faced with some liability. During the audit there can be a fine, they can scrutinize the current year and six years back, and they will apply interest (current interest rate being charged for Manitoba is 6.25% but over the last six years the rate has been as high as 10.0%). Even though a small percentage of your items may

not be for resale, the liability can add up for the unpaid tax over the years, the accumulated interest over the years and the fine.

In British Columbia and Ontario, the move to HST on July 1, 2010 will simplify this area as all HST paid on business purchases is treated as a business input tax credit and will be 100% refundable, regardless if the item purchased is used in your business versus resold (as long as it is not for personal use).

Rumblings of a Lack of New Fall and Christmas Product

We have heard from a few customers that they were disappointed in the amount of new product shown at the Toronto and Edmonton Spring Gift Shows for Fall and Christmas. This is reality as the factories in China did not commit their usual resources to developing new products due to the down turn in the Global economy. Also, if wholesalers did not have a good sell through in 2009, again due to the economy, they may be showing more of the same product in 2010.

As we work on our Fall and Christmas catalogue I would say this may apply to our Fall line but not to our Christmas line.

Our Fall season was slow last year as we had a very warm September, and then suddenly Thanksgiving was past us and we did not get the usual change of colours. This, combined with retailers being nervous about buying seasonal products, led to us carrying forward a number of Fall items, reducing the number of new items we could purchase for Fall 2010. The good news about Fall is we will be able to deliver Fall items very early in the summer, not always the case if shipping from China lags.

With Christmas I think the range of new products is as large as in previous years. We were able to source a number of new products and we broadened the number of suppliers (even if their items existed last year they will be new to us and you).

Our territory sales representatives will be out pre-booking Christmas with samples and images after Mother's Day. I encourage you to sit through their presentation to get confirmed orders in place to ensure you get the product you need for a successful Holiday season. If the economy gains momentum in the second half of 2010 wholesalers' inventories will be tested.

Director of Sales Announcements

Randy Bettens Resignation

It is with regret that we announce Randy Bettens' resignation from Florists Supply. Randy has a passion for day-to-day selling and customer interaction, and to that end, has decided to pursue a career in real estate sales. Randy's last day with us was on March 31, 2010.

Randy joined us in November 2006 as our Director of Sales and we would like to thank him for his contributions to Florists Supply. Randy has done a fine job overseeing our territory sales representatives and has helped us maintain our market share in western Canada with retail florists. Recently he signed on behalf of Florists Supply an exclusive Canadian distribution agreement with Lollitops™ (a unique children's accessory item) that we have just started selling.

We will miss the energy and enthusiasm that he brought to the work place each and every day. We wish Randy success and happiness in his new career.



Colleen Hemmingway Appointed to Director of Sales Position

We are pleased to announce that Colleen Hemmingway has taken on the role of Director of Sales as of April 1, 2010.

Colleen joined Florists Supply in June 2001 as a Sales Representative for Alberta and British Columbia. Within two years Colleen had more than doubled our Supply sales in the area, prompting us to expand to Edmonton in 2003. Colleen became Supply Manager to the new Edmonton Branch in August 2003 and was promoted to Branch Manager in July 2006. Colleen has been instrumental in the growth of Florists Supply in the last decade.

Colleen's experiences as a florist, wholesale sales representative, floral educator and manager make her ideally suited to her new role. She understands both the fresh flower and floral supply side of the business and always has valuable insight into how to use our products and adding new products to our line.

In her new role Colleen will oversee the Territory Sales Representatives for each of our branches. As well she will manage major account relationships with customers that have a regional or national presence. She will continue to oversee our participation in any trade shows, will have an active role on Supply buying trips, and will help investigate and develop potential new product lines for our Company.

Please join us in congratulating Colleen on her much deserved new role.



Visit Us

August 15-18, 2010
Northlands, Edmonton, AB
Agricom, Hall E, Booth 2021



alberta
GIFT SHOW™

Branch Manager Announcements

Reagan Van Herk Moving to Edmonton as Branch Manager

We are also pleased to announce that Reagan Van Herk has accepted the position of Edmonton Branch Manager. Reagan will be rejoining our Edmonton Branch after spending the last three and a half years in our Vancouver Branch.

Reagan started with Florists Supply in 2003 after managing a retail florist store in Edmonton for three years. She began her career with our Edmonton Branch as a Territory Sales Representative. She was promoted to Supply Manager in our Vancouver Branch in November 2006 and promoted to Vancouver Branch Manager in August 2009.

Reagan has a Business Administration Diploma from Northern Alberta Institute of Technology and a Diploma in Floristry from the Floral Art School of Australia.

While we will miss Reagan's contributions to our Vancouver Branch, we are pleased that she is able to move back to Edmonton to be closer with her family and continue her career with Florists Supply in our largest branch.

The timing of the transition to her new role will be May 25th, 2010.

Congratulations Reagan and welcome back to Edmonton!



Daniel Rasmussen Promoted to Vancouver Branch Manager

We are happy announce Daniel Rasmussen has been promoted to Branch Manager of the Vancouver Branch. Daniel will assume his new position from Reagan Van Herk on Tuesday, May 25 after the long weekend. Reagan, as mentioned above, is moving to Edmonton to be our Branch Manager in Edmonton.

Daniel will assume overall responsibility for the Vancouver branch performance in Cut Flowers, Supplies and Branch Administration.

In June 2007 Daniel joined our Vancouver Branch as Territory Sales Representative for the Interior B.C. and parts of the Lower Mainland. Daniel's style of business-to-business relationship building has allowed him to grow his customers and sales in the nearly three years he has represented us.

With 15 plus years experience, Daniel is well-known in the floral, garden and gift industries in British Columbia. He was a Sales Representative for Ocean Pacific Trading from 1993-2001, co-owned China Sea Imports 2001-2002, and was an Account Manager for Basket Case Imports from 2002 to 2006. When at Basket Case, Daniel became very familiar with our Supply line as Florists Supply was his customer.

Daniel obtained his Certified Sales Professional designation (CSP) in 2008 to complement his years of experience in the field.

Daniel's first priorities will be finding a suitable replacement for his Territory Sales Representative position, enthusiastically learning all aspects of Cut Flowers and of course, getting up to speed on all tasks new to him in his new role.

Please join us in congratulating Daniel in his new position.



Annual Garage Sale June

Find great deals on some of your favorite Florists Supply products

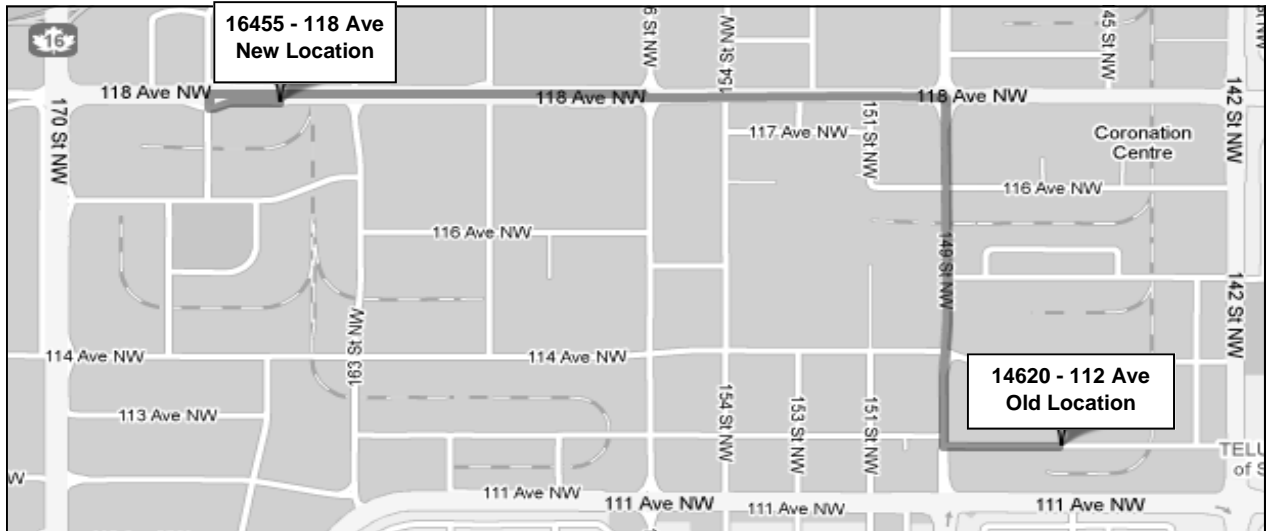
Visit www.floristssupply.com for details.

Edmonton Branch Move

16455 - 118 Avenue

2010 had an exciting (albeit exhausting) start for our Edmonton staff. We moved our branch to a new facility this January. Our new premises is located at 16455 - 118 Avenue.

Thank you to our customers for your understanding during the move. And a special thank you to our staff and management in Edmonton who made the transition so smooth! Here are a few pictures of the move and the new location. Come visit us in person and experience our expanded warehouse and cooler space or visit our website at www.floristssupply.com for more pictures of the new location.



A Fond Farewell 14620-112 Ave
The Edmonton team say goodbye to the old building

Front Entrance 16455 - 118 Ave



New Greeting Card Line

We are excited to introduce a new line of 24 "Proven Winners" floral cards. We feel this will be a great product to compliment your existing floral, gift and garden lines.

Each card comes in a sealed clear sleeve which will keep cards looking pristine when sold in high humidity environments. They are 5 1/4" x 7 1/4" with a blank inside and each card includes a matching bookmark. These are printed in Canada on Recycled Paper.

Place your order with your Customer Service Representative today!



2 of Each Image

22PW48A

\$120.00 Box 48

(\$2.50 Each Retail Price \$4.95 Each)

4 of Each Image

22PW96A

\$240.00 Box 96

(\$2.50 Each Retail Price \$4.95 Each)



Getting to Know Us

WINNIPEG

Cut Flower & Supply Department
Rose Johnston
Customer Service Representative

Rose joined Florists Supply early this year as a CSR in our Supply and Cut Flower Department. She comes to us with valuable customer service experience having worked in retail for many years.

In October 2009 Rose and her husband Cody were married. They live with their 4 rescued pets: 2 dogs and 2 cats, Justice, Nova, JC and Mac.

The summer is their favourite time of year, Rose and Cody enjoy camping, fishing and travel to visit family all over Canada and the USA.

She loves shopping and hanging out with friends, or just curling up with her dogs and a great book.

SASKATOON

Office
Kristen Kelbaugh-Harder
Administrative Assistant

Kristen joined Florists Supply in August 2009 as a CSR in the Cut Flower Department.

She holds a degree from the U of R, and the U of S, as well as multiple wedding and event coordination certifications.

She has three years experience in the wedding and event industry as a planner designer and coordinator.

In March of 2010 Kristen moved from the Cut Flower Department to Administrative Assistant and is enjoying the learning experience. She sees herself being with Florists Supply "until the Bombers win the cup"...so a really long time.

Kristen has been married for five years and has two little boys, Brandon and Kayden. She loves scrapbooking, cheering for the Riders, travelling and anything crafty.

EDMONTON

Supply Department
Nicole Colby
Customer Service Representative

Nicole has been with us since July, 2007 as a Supply CSR for our southern Alberta customers. Nicole enjoys meeting her customers when they come in to shop or attend our design shows.

Nicole was on the Edmonton Eskimo Cheer Team for two years. She has been coaching the St Francis Xavier High School Cheer Team for the last 10 years - they just placed 2nd in the High School Varsity Senior Division in Anaheim, CA. She also coaches the Adult All Star Team and they have won 1st place in the Alberta Competition.

Nicole has taken up baking and decorating Specialty cakes and cupcakes. She lives in Spruce Grove with her partner Mike in a new home they had built a year ago with their faithful companion Puma, a one year old Pomeranian.

VANCOUVER

Cut Flower Department
Lee Wolff
Customer Service Representative

Lee spent 18 years in Europe working in Sales & Marketing. She left "Corporate life" to fulfill a dream of becoming a florist. Lee studied at Merrist Wood Agricultural College, just outside of London, England where she obtained her ANCPF (Advanced National Certificate in Professional Floristry).

After returning to Canada in 2002, Lee opened her own business "Fleur de Lee Floral Design" in Fort Langley, BC. She closed the shop in 2007 to fulfill another dream, to sail across oceans. She returned to Vancouver in spring 2009 after 2 years of sailing and joined Florists Supply that July.

In her spare time Lee enjoys studying wine (Sommelier), sailing, scuba diving, yoga and keep fit classes.

UPCOMING EVENTS

MAY

- May 9** Mother's Day
May 12 & 13 Beginner & Advanced Corsage Hands-On Seminar - Saskatoon
May 24 Victoria Day - All Branches CLOSED
May 26 & 27 Basic & Advanced Wedding Hands-On Seminar - Edmonton

JUNE

- June 8** Professional Development for Business Owners Seminar - Winnipeg
June 20 Father's Day
June 20 - 26 Garage Sale Week

JULY

- July 1** Canada Day - All Branches CLOSED
July 14 Creative with Foliages Seminar - Saskatoon

AUGUST

- August 2** Civic Holiday - All Branches CLOSED
August 15-18 Alberta Gift Show
August 17 & 18 Basic & Advanced Design Hands-On Seminar - Edmonton

SEPTEMBER

- September 19 Fall Design Show - Vancouver & Winnipeg
September 26 Fall Design Show - Edmonton & Saskatoon
September 27 Design for Christmas Hands on Seminar - Edmonton



Florists Supply Ltd.

WINNIPEG
35 Airport Rd
Winnipeg, MB
R3H 0V5

Phone: 204.632.1210
Toll Free: 800.665.7378
Fax: 204.694.6858

SASKATOON
1623 Quebec Ave
Saskatoon, SK
S7K 1V6

Phone: 306.244.4457
Toll Free: 800.667.3985
Fax: 306.244.0010

EDMONTON
16455 - 118 Ave
Edmonton, AB
T5V 1H2

Phone: 780.424.4576
Toll Free: 800.465.8878
Fax: 780.424.4566

VANCOUVER
100 - 7885 North Fraser Way
Burnaby, BC
V5J 5M7

Phone: 604.630.4688
Toll Free: 866.203.8607
Fax: 604.630.4681