

Florists Supply Vancouver - Recent Acquisition & New Location

With the recent purchase of Mayhew's Wholesale, Florists Supply Vancouver was off to a busy start this spring. Our Vancouver branch moved from our location on North Fraser Way the last week of February to our new location Unit 5, 3979 Marine Way in Roseberry Square. Our staff continued to work tirelessly in preparation of our Annual Spring Design Show, hosted in the new location, only a few short weeks after the move.

We were thrilled to see so many of our customers attend our Spring Design Show at the new location on March 27. Over 140 customers and staff joined us for the Official Garland Cutting Ceremony, amazing designs, and to say farewell to past owners of Mayhew's Wholesale, Doug & Diana Mayhew. Laurie Nesbitt, CA President Florists Supply, thanked Doug and Diana for their contributions to the flower industry and presented them with a crystal vase from Portugal on behalf of Florists Supply. *See more about designers & grand prize winners on page 4.*

The combined strengths of the two businesses now allow us to offer a broader range of products and services. Please visit us to see our full line of fresh cut flowers, basic floral supplies, permanent botanicals, glassware, pottery, giftware, home décor items, ribbon, full line of Christmas products and design services.

Thank you to all our customers for your patience and understanding of our closure during the move. And a very special thank you to all the staff and management for your many hours of hard work.



Official "Garland Cutting" Ceremony.
(L-R) Janet Saare, Vancouver Supply Manager, Laurie Nesbitt, CA President, and Daniel Rasmussen, Vancouver Branch Manager .



Thank You & farewell to past owners of Mayhew's Wholesale.
(L-R) Diana & Doug Mayhew, Laurie Nesbitt.

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Parallel Lines

Laurie Nesbitt, CA
President

Positive Move in Vancouver

We were very pleased to announce our purchase of Mayhew's Wholesale in Burnaby, BC last December and the opening of the combined operation on February 28, 2011. The acquisition of Mayhew's does so many good things for our Company, our customers and the floral industry.

For those not familiar with Mayhew's Wholesale, Mayhew's celebrated its 25th anniversary in 2010. The majority of its sales came from permanent botanicals (flowers, greens, plants and trees) and a complete Christmas line. It also sold some pottery, glass, zinc and fibreglass containers.

Here are all the positives from the acquisition:

- Unit 5, 3979 Marine Way located in Burnaby, BC (our new home and previously Mayhew's) will continue to have a wholesale florist located in the premises; a location many in the BC Floral Industry are familiar with and accustomed to shopping at. It is conveniently located beside the United Flower Growers Auction.
- Our purchasing power overseas in permanent botanicals and Christmas has increased 30-40% when you factor in the Mayhew's volume, ensuring we will continue to be able to meet growing factory minimums, and in turn continue to bring all our customers new and exciting products with each passing season.
- Besides the owners who wished to retire, and an office manager, all eight Mayhew's staff in Vancouver has been retained, keeping floral industry experience within the industry.
- It brings to the end any rumours that we were not committed to the BC market which are always counter-productive. Truth is we have been in Vancouver for six years and had no intention of leaving. We want to provide our products and services to the floral community in the province of BC. As well, our Vancouver Branch does an outstanding job purchasing and distributing Canadian grown flowers to all our locations. It also serves as a vital warehouse and distribution point for our Company (even more so before we acquired additional space in Edmonton in 2010 to accommodate its current size).

A big thank you to Diane and Doug Mayhew, who were exceptional to work with through negotiations, the purchase, and the transition. It is a very emotional

moment for any business owner to sell their baby that they have nurtured for so many years. I would also like to acknowledge the contribution the Mayhew's made to the floral industry over the 25 years as avid supporters.

And one final and even bigger thank you to all our staff in Vancouver who came together and combined the two businesses under one roof (including \$1.3 million of inventory) in an amazing timeline of three months!

Second Half of 2011

Things to watch in the second half of the year that will impact our industry:

- The Royal Wedding of William and Kate (April 29) and the resulting impact it will have on bridal bouquet and color scheme trends
- The Federal election (May 2) and the impact its result has on the Canadian dollar
- Fuel prices, how far can they go?
- Hand in hand with fuel prices, rising prices on freight on all products, and rising prices on products whose inputs include fuel such as plastics
- Your delivery rates, are you charging enough?
- BC's minimum wage increases from \$8.00 to \$8.75 on May 1st, moves to \$9.50 on November 1st, 2011 and then to \$10.25 on May 1, 2012

In the second half of 2011 make sure to take some time to recharge your batteries after an unprecedented Easter Monday, April 25, Administrative Professionals Day, April 27 and Mother's Day May 8, falling within 13 days. In 2012 the dates are much more manageable with Easter Monday falling on April 9, Administrative Professionals Day April 25, and Mother's Day May 13.

We wish you continued success with your business and thank you for your ongoing support. In 2010 we processed over 80,000 shipments averaging approximately \$200 a shipment, each one as important to us as the next.



Group Discount Sites Bridging the Gap between Online Buying and Retail Shops

Nadine Martyniuk
Marketing Manager

We've been throwing a lot of data your way about retail trends in our industry. We've suggested you ramp up your website to prepare for a predicted 19% increase market share of Web Order Floral Sales over the next 10 years and we've shared our thoughts on the Social Media mania that has us all signed up on Facebook and Twitter (see The Source, January 2011 – Parallel Lines by Laurie Nesbitt). What other ways can we get new and existing customers into our stores?

Social Group Discount Sites

You've probably heard about **TeamBuy.ca**, or **Groupon.com**:

Consumers sign up to receive "Daily Deals" for local businesses on these Group Discount sites – but they only get the deal if a minimum number of subscribers sign up for the deal. If enough people sign up for the discounts, the deal is activated. If the minimum don't buy, the deal is simply withdrawn and a credit card isn't charged for those who did sign up. The coupons at the site can be purchased for friends or members can buy gift certificates for use at a later date. The deal is then sent to their email to print off (or sent to their personal mobile device) to take into the store to purchase the goods/service at the deeply discounted price.

Each of the major Canadian cities has thousands of young subscribers to these sites that see the featured business. The word-of-mouth to get the deal spreads like wildfire with subscribers referring friends to the deal via Facebook, Twitter, and other social media. There is only a limited time to buy with a ticker to watch the status of the featured deal. Consumers who want the deal get a rush watching and waiting to see if the deal is a go!

The best part is how easy it is to be the company featured as the "deal of the day". The exposure to your company is excellent; the subscribers are savvy consumers looking for something new in their city and want to support local business. They have signed up for this and **want to see the deal of the day and the featured company**.

Those who buy will now leave the comfort of their computers to come into your store which is what all retailers really want. Once you get them in and provide them with the product and customer service

experience they are looking for, the hope is they will come back to you again and again. Even those who haven't purchased the deal have been exposed to the featured company.

As a participating business you are not spending any amount of money up front, these sites only benefit if you do. The amount you spend on the promo is really left up to you, you determine: the discount amount, the minimum number of buyers for the offer to be valid, and the maximum number of deals you want to sell. The sites provide you with a professional ad with a bio on your business, your location and other details you want to tell consumers and at the end they provide great statistical feedback that makes it easy to understand the success of your deal.

If you want to know more a good start is to sign up as a customer and start receiving the deals to see it in action. While you're on their sites check out the "Business Services" area to see how easy it is to be featured as the deal of the day. The tutorials and sign up are simple.

I've been watching the "deal of the day" in a couple of the major Canadian cities we operate in. Here's an example of a flower deal by a national chain: \$40 worth of flowers, plants or gift at a local flower shop for \$20 – a 50% discount.

City	"The Deal Was On" By
Winnipeg	7:20 am - 25 Sold
Saskatoon	7:59 am – 25 Sold
Edmonton	6:10 am – 25 Sold
Calgary	5:58 am – 20 Sold
Vancouver	5:41 am – 25 Sold

City	10:00 am	Noon CST
Winnipeg	128 Sold	167 Sold
Saskatoon	99 Sold	126 Sold
Edmonton	207 Sold	293 Sold
Calgary	374 Sold	503 Sold
Vancouver	236 Sold	495 Sold

There was still 1 day to go on the deal but I later learned this chain was not upfront about the "fine print" on their specific deal; it's unfortunate because the sales in just a few short hours were pretty impressive.

That's a significant number of new/existing customers that have to walk through your front door to redeem their purchase! I can't think of a simpler way for someone to buy something online that will bring them into your store. And the best part is – you don't

need to be a national chain to participate. The majority of businesses on these sites are smaller, local businesses in the health, fitness, and luxury item sectors: spas, yoga studio's, coffee shops, gift stores. Flower shops fit in perfectly.

More on Social Media Marketing

If you are feeling confused about the massive amounts of Social Media Marketing info coming your way – you are not alone! As technology and marketing ideologies evolve I have discovered there is no shortage of education for small and large business owners on Social Media Marketing. This education comes in the form of webinars and online tutorials. If you are more comfortable in a classroom setting – look for resources in your community offering "Social Media Marketing". Plus, there are countless guru's and marketing experts offering their advice on how to get started. The key is finding the right one.

For a small to medium sized business I would suggest a consultant over an agency - this will keep costs down and provide you with more personalized one on one services. For a few hundred dollars you can figure out if you need a social media campaign and the steps to put one together. Most importantly they should help you come up with a strategy – creating a Facebook page or a Blog is the easy part – implementing it is the key to your success or failure. As a small business owner, you are not expected to know it all and hiring experts to help along the way can help you succeed.

2011 Spring Design Show - Grand Prize Draw

All 4 Florists Supply locations held their Spring Design Shows this March. We featured 3 major segments to inspire with design while educating and showing our customers practical, saleable designs for their shops.

We started off the day with our focus on Colour Trends in flowers, fashion, accessories and the colours that compliment the trends so well. Next, the designers created Trend Forward Designs aimed at Administrative Professionals Week and how these same designs could easily be transformed into great "modern" mother's day, birthday, grad, or everyday arrangements. The afternoon focused on Event Table Centerpieces – this portion

was tied in the colour trends and tips for long lasting, low labour centerpieces with impact for various occasions.

Our Saskatoon show was held on March 6th featuring Kevin Ylvisaker, AIFD; the staff and customers took a moment of silence to recognize the tremendous loss of Roy Jackson, CAFD, FTD Master Designer, but as Roy would have said "the show must go on" - Kevin wowed the audience with his creations.

The following week Winnipeg featured Donald Yim, AIFD, CPF and Derrick Hollar, AIFD, CAFA, CFD. The wiring techniques, uses of coloured foam, and contemporary designs inspired our

customers and gave them so many new ideas to apply back at their shops.

In Edmonton the show was held March 20 with Mario Fernandez and Derrick Hollar; the pair featured designs that could be transformed from very simple to high end with a few simple techniques.

The Vancouver show was on March 27 with Loann Burke, AIFD, PFCI, and Derrick Hollar. The crowd was enthused by Loanne's wedding expertise and gave her a warm welcome for her first Canadian design show!
(See page 1 for more details on the Vancouver Design Show)

Grand Prize Winners - iPad

Winnipeg



Kyna from Grower Direct Brandon, with company President Laurie Nesbitt, CA.

Saskatoon



L-R: Kevin Ylvisaker, AIFD, Dawn Debert, Supply Manager, Brooklyn from Michelle's Flowers in Saskatoon, and Sandra Mierau, Cut Flower Manager.

Edmonton



Tyler O'Hara from Designing Décor in Calgary with Reagan Van Herk, Branch Manager

Vancouver



L-R: Laurie Nesbitt, Gerry Wheatcroft and Dorothy Robinson from A Flower Shop on Okanagan in Salmon Arm, and Branch Manager Daniel Rasmussen.



Education Week At Florists Supply July 18 to 22, 2011

Colleen Hemmingway
Director of Sales

Our floral industry has gone through so many changes in the past few years, affected by trends, by economy and competition. Florists Supply has always felt that education was the key factor in whether a flower shop was profitable, and could handle the ups and downs of business. With this in mind we have developed a week long Floral Education Program to introduce and educate future and present florists in our industry.

For the week of July 18th thru 22nd, 2011, we will be offering our first week long education program in Edmonton, AB. This program will be broken into two parts, “**Basic Level I Floral Design**” and “**Intermediate Level II Floral Design**”.

Basic Level I Floral Design is a three day program offered from Monday through Wednesday. This program will include:

Day 1: Care and Handling instruction

Processing your own product for the three day course

Design Instruction to include:

Bow Making Techniques

Wire and Taping Techniques

Vase Arrangements to include bud vases, 6 and 12 roses, as well as laced foliage application.

Day 2: Instruction on the Basic Elements of Design to include: Line, Form, Colour and Colour Harmonies, Pattern, and Texture.

Design instruction to include:

Corsage techniques using wire and taping techniques – gluing application will be shown

One sided Floral Arrangement

Centerpiece

Novelty Design Style

Day 3: Instruction on Pricing and Time Management

Design Instruction to include:

One sided Memorial Arrangement

Funeral Spray

Bridal Nosegay

Designers Choice – construct an arrangement of your choice that could be used as a party centerpiece.

This program will give the student the basics for an entry level position in a Flower Shop. Suitable for those interested in entering the floral industry as well as entry level florists with 6 months experience.

Intermediate Level II Design is a two day program offered from Thursday through Friday. Suited for designers with a year of Floral Design at store level, or have completed a basic Floral Design program in the last 12 months. This program will include instruction on the Principles and Techniques of Design.

Day 1: Instruction on the Principles of Design – Balance, Proportion, Emphasis, Dimension, Contrast, Rhythm and Unity.

Design Instruction to include:

Construct 1 floral arrangement using Principles of Design

Construct 1 memorial piece using Principles of Design

Construct 1 wedding bouquet using Principles of Design

Day 2: Instruction on the 60 + Techniques of Design e.g. Braiding, Framing, Mirroring, Shadowing, Tufting, Zoning etc.

Design Instruction to Include:

Weaving and Plating of Foliages

European Hand Tied using only Foliages and Techniques of Design

Designers Choice - construct an arrangement of your choice using 10 different techniques of Design.

Intermediate Design will give the Rules of Floral Design. After some practice with all you have learned you will now be ready to go on to Advanced Designs with artistic license to bend all rules.

Stay tuned for more details about timing, location, pricing, and reserving your spot for our education week coming soon to our website under “Events” and watch for an invitation in the mail.

Vancouver Supply Manager Announcement



Janet Saare, Supply Manager Vancouver

We are pleased to announce that as of February 18, 2011 Janet Saare was named Supply Manager in our Vancouver location. Janet was previously working as the Sales Manager at Mayhew's Wholesale.

Janet joined Mayhew's in 1995 as the Sales Manager. She has worked closely with Mayhew's customers in the Showroom and Gift Shows for 16 years. She started assisting buying product for Mayhew's in 2000, travelling to Asia as well as helping to select product from domestic suppliers. Prior to joining Mayhew's, Janet spent 14 years working in Vancouver floral shops as a floral designer and store manager.

In her new role, Janet will oversee the Florists Supply Vancouver Supply Department including the Customer Service Representatives, Territory Sales Representatives, Supply purchasing and inventory management. Janet has already travelled with the Florists Supply buying team to help select our 2011 Fall & Holiday line.

Please join us in wishing Janet all the best in her new role in our Vancouver Branch.

Hope is Blooming - International Women's Day March 8, 2011

Florists Supply Edmonton was proud to host "**Hope is Blooming**" for the fourth consecutive year! Hope is Blooming raises funds that are donated to the Ted & Lois Hole Healing Garden at the Lois Hole Hospital for Women. The fundraiser was held during International Women's Week from March 6 to 11, 2011.

The total Hope is Blooming funds raised to date is over \$16,800. Thanks once again to all the participating flower shops and corporations for your support in making this fundraiser a success again this year!

The Lois Hole Hospital for Women offers a spectrum of

specialized services extending beyond pregnancy and delivery to menopause, pelvic floor disorders, infertility and cancer surgeries, accepting complex cases from Edmonton, Northern Alberta, Western Canada and the North.

HOPE IS BLOOMING For more information visit www.loisholehospital.com



Customer Service Survey Coming Soon

At Florists Supply we pride ourselves in our customer service, the quality of our product line, and our competitive prices.

Your input is very important in helping us meet these high standards. And once again we look forward to hearing from you!

Watch for our customer survey in the mail this June.



Visit Us

**August 14-17, 2010
Expo Centre, Edmonton, AB**

Roy Jackson, CAFD, FTD Master Designer - Remembered

Our Saskatoon Branch and the whole Florists Supply Company lost a dear friend and Colleague. Roy Jackson & his wife Leona died tragically in a car collision February 12, 2011.

Roy was a Customer Service Representative in our Saskatoon Branch for 5 years, sharing his creative talents with Customers and co-workers. He represented our Company as an Educator for Hands on Seminars and at Design Shows, sharing his passion for the floral industry and his talent for design. He was well respected for his patience & kindness and his love of our Industry shone thru in everything he did.

Along with his many years of designing in Saskatoon flower shops & greenhouse operations, he obtained his FTD Master Designer accreditation and his CAFD from Flowers Canada.

Roy loved gardening & his greenhouse, but his greatest love was his Family. He & Leona devoted their life to their boys Ryan (& his wife Ashley) and Shawn.

We miss you dearly Roy.



Roy and Leona Jackson

Getting to Know Us

WINNIPEG

Ted Simm

Cut Flower Department

Delivery Driver/Cut Flower Support

Ted joined Florists Supply in July 2004 as a delivery driver/cut flower support staff. He came to us with 20 years experience in the floral industry. Most recently he worked for David L. Jones from 1990 in their Winnipeg location. He re-located to DLJ Vancouver in 1994 as a support staff and quickly moved into delivery and then became a Sales Representative until 1997. He then returned to DLJ Winnipeg as a Cut Flower Processor and Delivery Driver until DLJ closed in 2004.

Ted started playing music in Jr. High & hasn't stopped since. He plays drums & guitar (not at the same time) with many local Winnipeg bands. His music career has allowed him to travel all across Canada, USA and Europe.

When he's not working or playing music he enjoys hanging out at home with his partner Amber and their dog "KIO" and cat "Archie" and soon their new baby. Ted and his partner Amber are expecting their first child in May!

Congratulations Ted and Amber!

EDMONTON

Supply Department

Jacqui Clooney

Customer Service Representative

Jacqui joined the Edmonton Supply Department in November of 2008 as a Customer Service Representative. She has been in retail for several years, though Florists Supply is her first experience in the floral industry.

Jacqui was born and lived most of her childhood in Sherwood Park, just outside of Edmonton, until 1997 when she moved to Calgary for university. Once completing her first degree in Archaeology there, she moved to Newcastle-Upon-Tyne in the north of England to complete her Master's degree in Greek and Roman Archaeology. After travelling around Europe she moved back to Edmonton in 2006, where she met her husband Jason and settled down to start a family.

Today Jacqui loves to explore in the mountains with her husband and 18 month old son Gerrit. She frequently dreams about taking a vacation somewhere warm, preferably to her parent's home in Mexico. She would love to go back to school for education in Interior Design and one day start her own business.

Annual Garage Sale June 12 - 18, 2011
Find great deals on some of your favorite Florists Supply products!
Watch for details at www.floristssupply.com

UPCOMING EVENTS

MAY

May 8 Mother's Day
May 18 & 19 Basic & Advanced Design Hands On Seminar - Winnipeg
May 25 & 26 Beginner & Advanced Corsage Hands-On Seminar - Edmonton
May 243 Victoria Day - All Branches CLOSED

JUNE

June 20 Father's Day
June 12 - 18 Garage Sale Week

JULY

July 1 Canada Day - All Branches CLOSED
July 18 - 22 Education Week - Hands On Seminars - Edmonton

AUGUST

August 1 Civic Holiday - All Branches CLOSED
August 14 - 17 Alberta Gift Show

SEPTEMBER

September 18 Fall Design Show - Winnipeg & Saskatoon
September 19 Winter Wedding Hands On Seminar - Winnipeg
September 25 Fall Design Show - Edmonton & Vancouver
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

Roseberry Square, Unit 5
3979 Marine Way
Burnaby BC V5J 5E3

Phone: 604.630.4688
Toll Free: 866.203.8607
Fax: 604.630.4681