



Florists Supply Ltd.

The Source

September 2007 Edition

Scratch & Win! With Florists Supply Draws to a close

Congratulations To Our Grand Prize Winners!



Forever Flowers & Gifts
Ariel Fan
Vancouver, BC



Macyk's
Betty, Ed & Andrea Macyk
Winnipeg, MB

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We hope you enjoyed the contest and had some luck of your own scratching.

500 prizes were available to be won.

Check our Website to see the complete prize winner list.

More Scratch & Win Prize Winners Continued on Page 3

www.floristssupply.com



Parallel Lines

By: Laurie Nesbitt, President

The Flower Shop and The Neighbourhood

Nice to see some of our customers (and flowers in general) getting exposure in Air Canada's enRoute magazine April 2007 edition.

The article focused on trendy neighbourhoods in various Canadian cities and the boutiques and shops that exist within them.

From Vancouver, the feature was on the up-and-coming South Main neighbourhood and included some quotes from actress Gabrielle Miller, who plays Lacey Burrows on the television comedy Corner Gas. Gabrielle lives in the area and in the story was quoted as saying "Flower Factory is my favourite flower shop. I just walked by one day and fell in love with it. I use flowers as a reward for cleaning up my house. It's like, okay, I deserve a beautiful bouquet." The article included a full colour page with this quote and a close up of Gabrielle's face peeking through a bunch of pink gerbera daisies. The Flower Factory is located at 3604 Main Street and operated by Gloria and Rosanne.

From Winnipeg, the featured neighbourhood was Lilac Street and Beyond Flowers and the Green Scene were noted as boutiques in the trendy area. Beyond is located at 163 Lilac, operated by Gloria, Lynn and Deborah, and the Green Scene at 245 Lilac is operated by Graeme and Jay.

Even though the article was about neighbourhoods in general, there were two subtle ideas communicated that I really liked about the article. First, the article reinforced the concept that a flower shop belongs within a neighbourhood. Second, the article conveyed the idea that flowers are a trendy indulgence that should be enjoyed as a part of everyday life.

Versatile Containers vs. Mache

Syndicate Sales is introducing a new plastic container this fall in five popular jardinière sizes similar to the sizes we are familiar with in Mache containers.



The container is called The Versatile Container and is made of plastic that is recyclable. The container comes in green or

white and comes in 5 sizes, 5 1/2" (140), 6" (145), 6 1/2" (150), 7 1/2" (160), and 9" (170).

The containers are less expensive than the comparable mache shapes. For example the 6" green container (145) will be 40% less than the mache shape, white 31% less.

For mache there has never been a difference in cost between green and white. With the new Versatile Container, Syndicate is charging a small premium for white in all sizes. Our price for white will be \$.10 higher per container than green.

Besides being less expensive the Versatile Container may be better for the environment as the plastic is recyclable. Mache is made of recycled paper products but there is a dye used to give the product its color and black tar is used on the inside of mache to make it water proof.

We will be carrying all five sizes in both colors and selling them in the supplier's case packs. They should be available for shipping in late September or October.

Minister Flaherty and Reduced Prices

Of interest in the news lately was our Federal Finance Minister Jim Flaherty asking business leaders to pass on savings on imports from the higher Canadian dollar to ensure Canadians do not go shopping in the United States. The articles went on to point out that the dollar has increased in value over 40% since 2004.

I don't know when it has become a Finance Minister's role (a Conservative government's finance minister at that) to influence our free market society. In a free market society, pure competition should eventually take care of Mr. Flaherty's concern, if in fact, businesses can afford to lower their prices and remain viable.

Consumers need to understand that prices on imports are not going to come down in direct correlation to the increase in the dollar since 2004. The news articles conveniently forgot to discuss that every import item has an incoming freight cost, be it ocean, truck or air freight. Gasoline prices have increased 25% during the same time period as the escalation of the dollar, not counting increasing costs for vehicles and drivers.

Another assumption made by the news articles is that every import item costs Canadian businesses the same today as in 2004. Product inputs such as steel, plastics and resin have increased dramatically in the last three years to satisfy China's growing economy and due to the surge in fuel prices.

Import suppliers on hard goods have been steadily increasing their prices due to increasing input costs (and more recently growing labour costs in China as the Chinese workers start to realize their economic value in an industrialized society).

The competitiveness of Canadian businesses is being hit by increasing wages and benefits in Canada. In our sector, wholesale trade, average hourly wages for hourly paid employees increased 11% from 2004 to 2006 in Canada overall. Group insurance costs for dental and medical has increased during the same period at double digit growth.

Finally housing costs and commercial rent rates have been experiencing double digit increases putting pressure on both family incomes and business incomes.

In the face of increasing landed costs due to higher freight, higher supplier prices, higher payroll costs and higher occupancy costs, please Mr. Flaherty let us business leaders determine what can be fairly passed on to the end consumer.

Scratch & Win Winners Continued

Congratulations To More of Our Winners!



Grower Direct #249
Tarah Aitkens
Spruce Grove, AB

Golden Ocean Giftware
Jeannie Johnson



Opal's Artistry in Flowers
Opal Haaland
Edmonton, AB



Redcliff Greenhouses Ltd
Ella Beach
Medicine Hat, AB

The Flower Shop
Margaret Roberts
Sicamous, BC



Country North Florists
Cora Leung
La Ronge, SK

Seeds To Blooms
Sandra Gowan
Winnipeg, MB

Tulips in Bloom
Patty Leamont
Oliver, BC

Grower Direct #249
Tarah Aitkens
Spruce Grove, AB

Top Hot Florist
Jim Fuller
Winnipeg, MB

Panda #25
Sonja W Tummers
Sherwood Park, AB

Swish
Sheryl Asp
Edmonton, AB



A Flower Affair
Gabor Vamos
Winnipeg, MB

A Special Thank You To Our Sponsors

GOLD LEVEL



SILVER LEVEL



Fresh Pack

BRONZE LEVEL



2007 "Holiday Glamour" Fall Design Show Dates & Designers Set

WINNIPEG	EDMONTON	VANCOUVER	SASKATOON
Sunday, September 16th	Sunday, September 16th	Sunday, September 23rd	Sunday, September 30th
<p>Designer Commentator: James M. DelPrince, AIFD, PFCI</p> <p>Designer: Derrick Hollar, AIFD, CAFA</p> <p>James M. DelPrince, AIFD, PFCI is an Associate Professor of Floral Design at Mississippi State University and has been a member of the American Institute of Floral Designers since 1992, serving as President of the Southern Region 2001-2002. He is also a member of PFCI.</p> <p>Derrick Hollar, AIFD, CAFA of Florists Supply, is an accomplished floral designer and commentator, highly respected for both artistic and technical knowledge.</p>	<p>Design Commentator: Ardith Beverage, AAF, AIFD, PFCI, CAFA</p> <p>Designer: Becky Lindstedt</p> <p>Ardith Beverage, AAF, AIFD, PFCI, CAFA is the director of education and an instructor at Koehler & Dramm's Institute of Floristry in Minneapolis, Minnesota. Ardith was inducted into the American Institute of Floral Designers in 1994. Ardith has designed for many prominent events including the 1997 and 2001 Presidential Inaugurations.</p> <p>Becky Lindstedt, drawing on her recognized talent as a floral artist, has honed her skills over 35 years into a very inspirational floral designer. Becky has assisted over 5,000 brides making their special day memorable. A highlight of Becky's career was assisting Gregor Lersch in a hands on weekend workshop.</p>	<p>Designer Commentator & Designer: Kevin Ylvisaker, AIFD, PFCI</p> <p>Kevin Ylvisaker, AIFD, PFCI, has been in the floral industry for over 30 years. He is currently a freelance designer and educator with his company KLY Floral International. Kevin is a member of the Teleflora Education Specialists Design Team and is also a member of the Oasis Design Director's team for the Smither's Oasis Company. He is a consultant with Design Master Color Tool.</p>	<p>Design Commentator: Kevin Ylvisaker, AIFD, PFCI</p> <p>Designer: Roy Jackson, CAFD, FTD Master Designer</p> <p>Kevin Ylvisaker, AIFD, PFCI has been in the floral industry for over 30 years. He is currently a freelance designer and educator with his company KLY Floral International. Kevin is a member of the Teleflora Education Specialists Design Team and is also a member of the Oasis Design Director's team for the Smither's Oasis Company. He is a consultant with Design Master Color Tool.</p> <p>Roy Jackson, CAFD, FTD Master Designer, has 33 years of design and greenhouse background. Roy has achieved his CAFD with Flowers Canada, his FTD Master Designer Certificate and has done numerous Design Shows over the years.</p>

Mark your calendars for what is sure to be an outstanding day of inspiration and education delivered by some of the leading educators in the floral industry.

UPCOMING SEMINARS

<p>VANCOUVER Monday, September 24th, 2007 9:00 am - 1:00 pm Trends Hands-On Seminar with Kevin Ylvisaker, AIFD, PFCI</p>	<p>CALGARY Tuesday, October 23rd, 2007 7:00 pm - 9:00 pm Merchandising Techniques Seminar Holding your own with Big Box Retailers with Derrick Hollar, AIFD, CAFA & Colleen Hemmingway, Florists Supply</p>	<p>CALGARY Wednesday, October 24th, 2007 9:00 am - 3:30 pm Designing with Tropical's Hands-On Seminar with Derrick Hollar, AIFD, CAFA</p>
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For Event Details Visit Us Online:

www.floristssupply.com

The Politics of Flowers

As beautiful and enjoyable as fresh flowers are, they are also a commodity imported and exported around the globe. They are subject to an ever growing list of outside factors that influence how and where we buy flowers from. Trade agreements, import duties, logistical chains, weather, pest controls set by the importing country, environmental scrutiny, elections, and strikes are just some of the factors involved in how and where our flowers are purchased from.

Some factors have always been with us like the weather, but other factors have changed recently including:

Trade agreements and politics.

The trend in our world is to open up borders and move towards a freer trade between nations. You often hear news about free trade agreements. Some agreements are long term, some are short term with expiry dates but they all are negotiated with both sides using elected officials who have political realities in their own countries. These agreements can help reduce costs in our industry by reducing or eliminating duties. The duties in theory exist to protect local producers of that product from the lower costs of an imported product. In reality most of the products with duties have no local production so they simply add costs for the florist. Canada is currently talking of a free trade agreement with Colombia. If this were to occur, it would greatly benefit local florists by slightly reducing their costs on some products. The emphasis is on "slightly" as the duty rates are low and the landed cost of these items is more than 50% freight, which the duties do not apply to. These negotiations take long periods of time to agree to and even when agreed to, it still needs political support in the negotiating countries.

Pest controls.

In order to safeguard the agricultural interests of the importing nation, imported agricultural products are monitored to ensure they do not carry unwanted pests. Generally, what this means is that the product must be free of any pests. The United States is very strict in its controls and physically inspects everything. Canada is not as strict and does not physically inspect incoming fresh flowers. Canada will identify an outbreak of a dangerous pest in a growing region and ban any imports unless it can demonstrate that the product is free of pests. This is achieved by obtaining a phytosanitary certificate from a government inspector each and every time a vendor exports that product to you. There is a cost to these inspections of up to forty dollars per inspection in which the importer is responsible to pay for. These add up quickly for the importer if for example, they purchase from 10 different vendors in that region, which is \$400 weekly in additional costs that did not exist previously. There is no arguing against the need for protecting Canada from harmful pests. We are seeing a larger number of products and areas affected each year by these import restrictions, which adds to the complexities and costs of our importing.

Environmental Scrutiny.

There has been a long running debate over the safety of the workers in the floral farms in developing countries. However, the new concerns raised are based on pollution from transporting flowers by air. They argue that because airplanes create pollution transporting flowers thousands of miles is more environmentally damaging for the ozone layer than purchasing regionally grown flowers. A case study has shown the opposite *. Flowers grown in equatorial countries even with the airfreight, created less air pollution as the greenhouses do not require heating and do not create any pollution during the growing process. Flowers are coming under more and more environmental scrutiny, as environmental groups focus on the airline industry and the distance some items are flown to import them into the consuming countries.

The previous concerns raised about working conditions continue to cite the same statistics, even though widespread changes have occurred to address those concerns. Flowers are a very visible target and continue to come under attack as an environmentally unfriendly product. Since most of the news about this is misunderstood by those receiving it, the harm is to all producers; locally, in developed nations and those who have progressive and safe methods for producing flowers.

It can be argued that most products are environmentally unnecessary or are harmful to the environment. We know that flowers bring joy and happiness to those that give and receive them. The concern is that spirit of giving is slowly being diminished by adding political and social debate to it.

* Taken from the International Herald Tribune published August 6, 2007.

Canada - Germany Job Exchange

ARE YOU INTERESTED IN A JOB EXCHANGE IN GERMANY?

The program consists of a 4 week job exchange working at a floral shop in Germany, in exchange for a florist to come to Canada and work in your shop for 4 weeks.

Includes:

- an opportunity to experience the techniques and trends of another culture
- an opportunity to visit the greatest floral auction in the Netherlands
- meals and housing

If interested please contact Silvia Haas-Schmidt:

Phone # 0049-2661-63957

Fax # 0049-2661-950369

E-Mail: AquaNauru@aol.com



Steps To Success - Marketing Your Business

By: Nadine Martyniuk, Marketing Manager

At Florists Supply Ltd. we are always looking for ways to market the floral industry, but it can be a challenge. How do we help drive business to florists when the geographic location of our customers is so vast? Local advertising in newspapers, radio, bus banners or billboards would only benefit the florists within those communities and not reach retail customers in the many rural locations we service.

Then we considered: we visit these customers and communities regularly with our sales vans and delivery vans - what better way to market the florists than on a moving billboard! Our vehicles are seen by thousands of people daily, so when our leases expired in Winnipeg we realized it was time to update the look of our vehicles. It has proven to be an excellent opportunity to market the floral industry.

Our approach in designing a new look for our vans was to make **flowers** and **the florist** the main focus. We wanted to convey a message that tells people why they should visit a florist.

The message is:
Fresh Selection; Unique Design – because that is truly what sets the retail florist apart. Plus, we have a fun message on the back of our vehicles **“Follow Me to a Florist”** because chances are, that’s where our vehicle is headed!

The new look is turning heads and capturing the attention of so many people, confirming our investment was a good one! This is a new venture for us, so not all of our Florists Supply locations have the new look; but watch for them; they will be in your area soon!

You can make this method of marketing work for you too. Here are a few key points to get you on the right track.

A Moving Billboard for your Floral Shop

As a small business owner it can be difficult to decide how to spend your marketing dollars. (if you have a budget set aside at all – right?) Don’t worry; your situation is not unique. Most people start with advertising. The obvious means of advertising

are your Yellow pages ads and the occasional newspaper ad – but how does your ad make you stand out from all the competition, is it memorable enough to have a lasting impression?

Vehicle wraps are an innovative method of promoting your company. It uses your vehicle as a moving billboard, creating a high retention rate among potential customers who see it. Vehicle advertising can be seen throughout the city or town, in parking lots, etc when on deliveries. 96% of North Americans travel in a vehicle each week either as a driver or as a passenger.

Mobile advertising will make you visible to a larger more captive audience and with the right graphics, it can leave a longer lasting impression. As a florist, having a delivery vehicle is a business expense you incur that is critical to the success of your business. Your vehicle is out on the road multiple times a day and will give you exposure over and over again.

It wasn't long ago that graphics and text on the sides of vehicles were produced by a sign writer using a paintbrush and paint. However, in recent years, vehicle graphics have enabled even the smallest companies to drive vehicles that display high-quality text, graphics and images to advertise their company. Digital printing enables vehicle graphics to include complex and detailed photographs, logos, images and a more complete range of colours than standard vinyl graphics. Vinyl decals are made with semi-permanent graphics that can be removed without harm to your vehicle.

Budget:

Vehicle decaling can be customized to fit your budgetary needs. The amount of “coverage” of the decal and the material used will determine the cost of your decal and installation.

Full Coverage – for maximum impact and tremendous results. The design can incorporate the specific body type of your vehicle(s) to create even more impact.

Partial Coverage - with premium design this option is very powerful and is a cost effective solution for that extra visual punch.



Door or Window Only - consider this your mobile business card. Include your logo and phone number large enough that people will see it.

Remember, the initial creative production and installation costs may seem like a lot, but consider the long term effectiveness of it – amortize this cost over the life span of your lease, and the life span of the decal (4-6 years depending on the treatment of your vehicle).

Design & Installation:

It is important to find a reputable decal company/installer as this is an investment. Most often they can help you come up with a design and look to match your logo and store signage, suit your vehicle style, and create a unique look with maximum impact. You may want to supply your own professional photography if you already have a look in mind.

Request quotes from more than one company to understand what market rates are in your area. Be sure you are comparing apples to apples; there are many types of decal products out there. Settling with the cheaper option may not be the best solution - ask what type of product they are using, what is the warranty on the product to give you an idea of life span, is it laminated for protection? And ask who their other customers are so you can see samples of their work - do they have the experience to provide the creative look you want? It's good to get references to help you decide which company you want to work with.

Durability:

Good quality vehicle signs should last a minimum of about five years, and they should be fairly resistant to scratches, rain, sun damage and general weathering.

Vinyl - Avery and 3M products are generally the best in the industry with 5-6 year manufacturer warranties.

Solvent inks - generally have a life span from 3 to 5 years depending on the product used.

Lamination - acts as a protective film against abrasive cleaning applications and protects the graphics from minor scratches and wear and tear. There are different types of lamination available: 2 mil film applied to the decal or liquid to avoid any separation from the graphics.

A recent poll shows that*:

- 90% of travelers notice graphics on wrapped vehicles.
- 75% of consumers form impressions about a company based on the fleet graphics.
- 30% of consumers base buying decisions on impressions they receive from company vehicles.

The numbers equate that we are a very visual society, driven by effective advertising and marketing. Vehicle advertising caters to all levels of business and projects the message like no other form of advertising can.* So when considering how to spend your marketing dollars – start by researching vehicle advertising. It will be money well spent.

*Poll data from Top Wrap Vehicle Graphics

The Edge of Paradise - AIFD National Symposium

By: Derrick Hollar, AIFD, CAFA

From July 7-12, 2007, at Palm Desert I was given the opportunity to witness the spectacular gathering of international designers.

We were transported to the *Edge of Paradise* where we experienced a vitalizing lineup of programs and presenters. The breathtaking design work of outstanding world class floral artists left you in ecstasy. We were delighted, amazed, inspired and enraptured.

The location was the luxurious Desert Spring a J.W. Marriott Resort and Spa. A lush exotic oasis amid pristine open desert. The temperature hovered somewhere between 105 - 117 F (41 - 47 C) during the day cooling down in the evening to perhaps 98-99 F (36 - 37 C).

Among the many presentations was the American Floral Trends forecast for 2008-2009. Presented were the trends in floral décor and merchandising that will be most significant in the coming year. This program took into account our unrelenting desire for organic material. Growers, scientists and nature, work together to develop new permutations of flowers, foliage and botanicals that provoke our imagination and create strong, healthy commercial demands.

Details of these trends will be discussed and demonstrated at Florists Supply events in the coming year.

Lynne Moss, AIFD, AAF, PFCI presented "Tributes" - A Celebration of Life. This talented and very experienced woman reminded us that no matter who we are, or our spiritual beliefs; our life was special to someone, mainly our family and friends. We are called upon to create floral arrangements that express the sentiment of the sender or pay tribute to the character of the deceased. Lynne demonstrated this beautifully with the design of numerous memorials that reflected the character and the life of a number of memorable deceased personalities. For example, she created a deceased shop-a-holic.

Setting #1 "Shop Til You Drop". Personalizing the Person - As a bright and shining star we want her life to "sparkle" and be proud of her passion for shopping; an American way of life! Taking established traditions such as casket covers and hand-tied sprays of the past to set pieces of diamond rings and high-heeled pumps to the present. From a destination wedding to a destination wake.

Lynne's genius and imagination then remembered other characters. For example

the grandpa that loved to spend his leisure days with sons and grandsons with the fishing krill and rod by that quiet lazy pond. She titled this setting "The Big Fish of Rainbow Lake". Lynne reminded us that we, as floral designers, must continue the beauty of personal expression in life's tributes. She said that there were three types of sympathy customers according to Norah T. Hunter: Those who want and accept beautiful designs, those who want only a standard, bigger and better tribute for the least amount of money and those who order a standard design because it is the only thing they are familiar with. That is our challenge. We owe it to ourselves to make potential customers desirous of our floral artistry, and express sentiment, symbolism and spirituality through flowers.

Lynne's larger than life tributes, and meaningful presentation, won her a well deserved standing ovation.

Canada's Hitomi Gilliam AIFD, Paul Jaras, AIFD and Donald Yim, AIFD presented "The Journey". The program is a mind travel through a world of ideas, both Eastern and Western influences. Learning who you are through art, personal expression and persona methods.

All three designers thrilled us with amazing eye-catching contemporary creations with strong European and Asian influences. Paul's interpretation of compression was masterfully executed with layers of bright exotic flower combinations and interesting and complex textures.

Donald however, was not to be out done. Strongly influenced by his own Asian traditions and training, he has successfully blended East and West to create some very unique pieces.

Hitomi Gilliam focused on the journey to become an AIFD and the journey beyond AIFD induction. She anchored the stage with



From left: Donald Yim, AIFD and Derrick Hollar, AIFD, CAFA

an amazing and artistic background against which she designed a wonderful piece. Using natural material and elements she created the most interesting study of colour and texture.

One of the most outstanding presenters was Nitaya Emig, AIFD. Using nature as her great source of inspiration Nitaya asserted that as floral artists, we are instinctively drawn to nature and have an appreciation for all of its wondrous beauties. From the depth of the ocean to the denseness of a forest, simple and intricate forms are found everywhere.

Sometimes the simplest forms are the most inspiring; they possess the elegance and a purity that touches us. Inspiration comes easily when the source is so straightforward and true. This was evident in the out-of-this-world pieces that followed in her presentation. Definitely, one of the highlights of this year's symposium.

There was such a prestigious list of artists, that it is difficult to single out any one person or group as more outstanding than the other. But, I would be amiss not to mention the presentation of Max van de Sluis of Holland, Tomas De Bruyne of Belgium and Per Benjamine of Sweden. These three artists placed 1st, 3rd and 5th at the 2002 World Cup.

Their work was a combination of craftsman, knowledge of materials and styling that resulted in a work of art appealing to the imagination, feelings of admiration, amazement and happiness. Other notable presenters were Kevin Coble, AIFD of Memphis, TN, Young Ju Kim, AIFD, of Seoul, Korea, and Geert Pattyn, of Belgium. Their presentations were amazingly innovative and artistic. These designers were among the crowd's favourites.

One would not do justice to the Symposium if the meal venues were not mentioned. For each, the flowers were out of this world and left all open-mouthed and in awe.

Yes, National AIFD Symposium is one of those things to be experienced even once in a designers' lifetime. Once you have attended one like some of life's many pleasures you will want to repeat, time and time again.

Staff Announcements

Dawn Debert, Supply Supervisor, Saskatoon

We are pleased to announce that Dawn Debert has joined our Florists Supply Saskatoon location as our Customer Service Supervisor in the Supply Department. Dawn has over 20 years of experience supervising in distribution and manufacturing settings. Her experience includes inventory management, customer service, product and work flow, and supervising staff. She is married to Kim and they have two boys, Dustin age 19 and Brandon age 17. Dawn and Kim enjoy quading and going to the family cabin at the lake, and spending time with family and friends.

With the continued growth in our Edmonton branch, we have added depth to our management.

Ami Pinckney, Supply Manager, Edmonton

Ami has been with Florists Supply – Edmonton, since we moved to Edmonton in 2002. She has been our Supply Supervisor for the last year and with the additional growth in the supply department, she has been named our new Supply Manager. Her knowledge of our Edmonton warehouse, staff and supply product, makes this a natural transition. Please join us in congratulating Ami on her promotion.

Marlene Goulet, Fresh Flower Assistant Buyer, Edmonton

Marlene has been with Florists Supply – Edmonton, since our inception as a Customer Service Representative. In addition to servicing her accounts, Marlene is now Fresh Flower Assistant Buyer. In her expanded role, Marlene will assist with costing, purchasing, and generation of price lists. Her experience in floral wholesale and the Edmonton customers will add valuable input into the buying process. We would like to extend our congratulations to Marlene on her new position.

Lori McKernan, Fresh Flower Supervisor, Edmonton

Lori has been with Florists Supply – Edmonton for one year. She came to us with 11 years floral experience and has excelled in growing her fresh flower accounts. Lori will continue to handle her fresh flower accounts, but will also take on the responsibility of the Fresh Flower Supervisor managing our Fresh Flower Support Personnel, fresh flower receiving, rotation, and allocation of product. It is our pleasure to announce the promotion of Lori within Florists Supply, congratulations!

Kash Tayal, Customer Service Manager, Vancouver

We are pleased to announce that Kash Tayal has joined our Florists Supply Vancouver branch as our Customer Service Manager. He will be responsible for managing the CSR team in Vancouver as well as servicing an existing block of accounts. Kash is new to the floral industry and brings with him a background in hospitality management. His most recent employment was in Palm Beach Florida where he was a member of the management team at the Frenchman's Creek Country Club.

Getting to Know Us

WINNIPEG - Supply Dept

Brian Cantlon

Customer Service Representative

Brian returns to Florists Supply in our Supply department as a Customer Service Rep.

Brian has been working in the floral industry for the past 14 years. He initially worked at Florists Supply as a Cut Flower Sales rep for a year, and then had the opportunity to work at Floralscape for 4 1/2 years.

He has designed flowers for the Queen during her Royal Jubilee visit, in addition to designing flowers for many celebrities including Jennifer Lopez & Richard Gere to name a few.

In his spare time, Brian likes to run, watch TV, watch movies and spend time with his new nephew Connor.

SASKATOON - Supply Dept

Brandi Girling

Customer Service Representative

Brandi works in our Supply Department as a Customer Service Rep.

Brandi joined the team on June 15, 2007 and looks forward to many great years at Florists Supply. Her main responsibility is customer service.

Brandi previously owned a greenhouse with her mom for 17 years. She and her husband Jim, enjoy camping and many other outdoor activities. They have many wild pets that stop by their yard during different seasons. In her spare time she enjoys crafting and decorating.

EDMONTON - Fresh Cut Dept

Amie Van Rooyen

Customer Service Representative

Amie has been a Fresh Customer Service Representative with our Edmonton warehouse for a year, and loves her customers. Amie came to us from Halifax, Nova Scotia where she worked in the floral industry for 10 years. She also taught first aid for Red Cross for 7 years.

Amie is a newlywed, who married Chris Tushaus on August 25th back in her home province of Nova Scotia.

With Amie's love of children we see a large family in their future.

VANCOUVER - Supply Dept

Daniel Rasmussen

Territory Sales Representative

Daniel recently joined Florists Supply as a Territory Sales Representative. His areas include: the Kootenays, Okanagan and parts of the Lower Mainland. Daniel has 13 years of experience in sales including working with Ocean Pacific and Basket Case (two of our current Import suppliers of pottery, baskets, and home décor items,) and is well known in the industry.

Daniel is also trained as a chef and when he is not working, he loves to cook for his wife and friends.

Donation Day - October 22, 2007

Florists Supply will be holding its 8th Annual Donation Day on October 22, 2007.

We will donate 5% of all sales from all four of our locations.
A local charity will be selected by each branch.

Help us exceed last year's donation of \$5,418.46.
This contribution was donated to the Canadian Cancer Society and the United Way.

Kwantlen College - School of Horticulture

Kwantlen College is located in the Southern Fraser region of British Columbia's Lower Mainland. Its School of Horticulture allows students to study a wide range of topics in the Horticultural field, which will allow them to apply their skills to an array of areas dealing with horticulture, floristry, etc.

Florists Supply is excited to be a part of Kwantlen College's floristry program. Building the future of this industry is important to us and we are happy to contribute with a bursary to Kwantlen College.

The recipient of the bursary was required to have a strong interest in pursuing a career as a retail florist and have shown significant achievement in their courses in plant identification and flower shop operations.

On April 16, 2007, the scholarship and awards presentation took place. This year's recipient of a \$250 bursary was Rajdeep Bains.

Rajdeep has already set up her business "Didi's Flowers". 'Didi' means 'big sister' in Indian and being the oldest, Raj is affectionately known as 'Didi' to her many sisters, brothers and cousins. Raj assisted at the CPFD Symposium in March. Her contributions to the Indian themed wedding presented by Tracy Bell, owner of La Belle Fleur were noted at the event as being significant to the success of the project.

Florists Supply would like to congratulate Raj, as she was undoubtedly a well chosen recipient of this year's award.



From left: Meredith Williamson, Rajdeep Bains, Reagan Van Herk, Marcy Emery, Sharon Paul, Chair of the Floristry Dept

UPCOMING EVENTS

SEPTEMBER 2007

September 3 - Labour Day

September 16 - Fall & Holiday Design Show - Winnipeg
with James M. DelPrince, AIFD, PFCI & Derrick Hollar, AIFD, CAFA

September 16 - Fall & Holiday Design Show - Edmonton
with Ardith Beverage, AAF, AIFD, PFCI, CAFA & Becky Lindstedt

September 23 - Fall & Holiday Design Show - Vancouver
with Kevin Ylvisaker, AIFD, PFCI

September 24 - Trends Hands-On Seminar - Vancouver
with Kevin Ylvisaker, AIFD, PFCI

September 30 - Fall & Holiday Design Show - Saskatoon
with Kevin Ylvisaker, AIFD, PFCI & Roy Jackson, CAFD, FTD Master Designer

OCTOBER 2007

October 8 - Thanksgiving Day

October 23 - Merchandising Techniques Seminar - Calgary
with Derrick Hollar, AIFD, CAFA & Colleen Hemmingway

October 24 - Designing with Tropical's Hands-On Seminar - Calgary
with Derrick Hollar, AIFD, CAFA

October 31 - Halloween

NOVEMBER 2007

November 11 - Remembrance Day

DECEMBER 2007

December 25 - Christmas Day

December 26 - Boxing Day



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