

75 YEARS Florists Supply Celebrates 75 Years

2010 marks Florists Supply's Diamond Anniversary. As we enter into our 75th year we thought it would be fitting to give you a small glimpse into our history.

Established in 1935 in Winnipeg, MB by founding partners Bert Hardy and Harold Switzer, Florists Supply was located on Fort Street. The company offered fresh flowers brought in by train from Canadian growers in places like Leamington, ON, and Medicine Hat, AB. The primary offerings were poms, carnations, and roses which were often delivered to local florists by bicycle. The cold chain was much different then. Product was shipped much closer to the source and was cut more open than it is today. The vase life of product was much shorter and the volume of space each box occupied was almost triple due to the size of the open heads.

By the 1950's the company moved to 696 McGee St. The larger location allowed the business to expand into supply products such as floral foam, basic containers, ribbon, and paints. It's interesting that the staple goods back then remain the same today, as do many of the Supply vendors of the time - Smithers Oasis, Syndicate Sales and Design Master were a few of the first suppliers Florists Supply worked with and we continue these relationships to this day.

By the 50's Florists Supply was importing flowers from Holland and the United States - some of our customers may remember Colorado Carnations. Florists Supply was

also one of the first Canadian companies to directly import plastic and silk flowers.

Teaming up with AA Importing allowed Florists Supply to purchase Fantasie Sales in 1970 which became a division offering seasonal supplies to large companies such as Eaton's, Woolco and S.S. Kresge's. By 1974, then employee, Kingsley Fenske began travelling to China to source products to direct import for Florists Supply. This allowed the company to carry even more everyday Silk Flowers, Home Décor, Novelties and Christmas items.

The increase in production of silk flowers created a demand to increase the life of fresh flowers. Florists Supply used to bag fresh flowers in C02 and seal them as it was believed to increase the vase life. This practice only lasted a few years as roses had to be stripped and individually bagged (so the thorns didn't pop the plastic). It was also very impractical for shipping since each stem was in a "bubble".

In September 1975 the company moved again, to it's current location in Winnipeg, 35 Airport Road. Shortly after, in 1979 the company changed management when three of the employees Ben Van Ruiten, Dick Beckman, SR, and Mark Flynn became the primary shareholders.

They expanded the company in 1980 to Saskatoon by forming Florists Supply Norsask Ltd. as the majority shareholder along with a number of florists as minority shareholders. The new branch was situated at 1623 Quebec Avenue. In 2010

we celebrate our 30th year in the same location.

At the time, Florists Supply also ran Florist Delivery Service in Winnipeg with a fleet of 10 vans. Floral arrangements were picked up from flower shops, sorted out by city region at 35 Airport Road and then delivered to end consumers on the florists behalf.

In 1986 long-time employees and shareholders Norm Forsyth and Kingsley Fenske took an active role in running the company. They continued to recognize changes in the industry and adjusted the product offerings appropriately such as importing roses from Columbia. When Norm passed in 1994 Kingsley took over the company and began his succession plan by hiring Laurie Nesbitt, CA in 1995. By 2002 Laurie became the President of the company and together they expanded Florists Supply by purchasing Flora Wholesale in Edmonton in 2002 and by opening a new location in Vancouver in 2005.

We can proudly say that we are the oldest wholesale florist in western Canada. Age of a business is a testament to the dedication of staff and management, strength of relationships with vendors, and most importantly, relationships with you, our customers. While we are proud of our past, we continue to take new steps forward to build upon relationships and to solidify our future.

Inside this Issue:

Parallel Lines	2
Sunday Valentine's Day	3
Edmonton News	5
50 Years With Flowers	5
Employee Service Recognition	7

Right: Original Fort Street Location
Below: 696 McGee Street





Parallel Lines

Laurie Nesbitt, C.A.
President

Happy New Year to you all! We hope this finds you well rested, well fed, and at peace. It's a New Year and there are plenty of new things to crow about and give thanks at Florists Supply including:

A birthday celebration of 75 years of successful business.

A new 10-year lease on a larger building in Edmonton, see page 5 for details. The larger space and improved dock facilities will allow us to stock more product everyday in Edmonton to meet customer demand and allow us to be more efficient in receiving, pulling and shipping product.

A new 5-year lease on our existing premises in Saskatoon. As mentioned in our Anniversary article on page 1, this will mark the 30th year of operations in Saskatoon, all in the same building.

A lease renewal for our Vancouver Branch at our existing premises in Vancouver. We signed a 1-year deal to allow us to assess space requirements once Edmonton moves into its larger space (Vancouver has been housing some inventory for Edmonton and the other branches). This fall construction on North Fraser Way was finally completed allowing access to our location from Marine Way turning south onto North Fraser Way.

A 90% customer satisfaction score in our Customer Survey. We thank those that complete the survey and for sharing both criticisms and compliments, we learn so much from both. Thank you also for sharing some of your other successful product lines. We hope to investigate the feasibility of adding to our lines and to this end have started with more plush and some hand care products.

A new catalogue filled with great product and some new suppliers including Aurora Plush that offers quality everyday and baby plush, McBlooms hand cream and hand scrub for those abused hands that work every day in the floral industry, and Hampshire Paper including some new patterns in wrapping paper and an expansion of the colours we offer in tissue.

In true David Letterman spirit here are my Top Ten sure winners (for you and us) from the 2010 Spring & Everyday Catalogue:

#10 Polystone Planter with Pear Tree design, page 65 G – 3 affordable sizes to choose from, contemporary square shape, a very nice finish

#9 Diamond Dazzle Bouquet Buckle, page 55 C – finish your bride's bouquets off with a Touch of Class, a diamond look for \$5

#8 Silo Vases, page 89 C, D, F & G – ceramic vases in silver and platinum, sexy on a budget

#7 "Just Ducky" Baby line, page 53, K, L, M & N – adorable, well priced, good for both boy and girl, an alternative to the usual pink or blue bear

#6 Phalaenopsis Orchid Heads, page 13, N, O, P – the heads without the stems, use for corsages, party décor, and sell as a gift item

#5 Glass Krane Vase, page 103, A & B – taking the bud vase to a new level, use for fresh or permanent, interesting and different

#4 Ceramic Pot with Butterflies or Flowers, page 48, B & C – six assorted colours, basic pottery, \$1.99 a pot, what's not to like?

#3 Bouncing Ant Pick, page 45 C – a new addition to the traditional bug offering of butterflies, bees, and dragonflies, very cute, with movement, \$0.75 per pick

#2 Wheelbarrow Pottery, page 40 B – the best new ceramic novelty item I have seen in a while, under \$5, well finished, and excellent re-use value in the home or garden

#1 Calla Lily Bundles, page 15 F, G, H and I – Five colours of a very popular flower, just over \$1 a flower, use in design work or sell as a giftware item

Coming up with a list of just 10 was tough for me. Have fun picking your favorites and I hope you don't stop at ten!

A variety of lower catalogue prices on many of our Everyday Essentials Including substantial reductions in Bouquet holders, cellophane, glass vases and cubes.

Finally, a new picture for me at the top of my column from a great photographer who brushed away the bags under my eyes. I am feeling younger already! Hope you start your year off with renewed energy and optimism . To a successful 2010!





Sunday Valentine's Day

Nadine Martyniuk
Marketing Manager

As we plan for the busiest floral holiday of the year it is top of mind that this Valentine's Day will fall on a Sunday. That in addition to "Family/Lois Riel" Day long-weekend (in most provinces) may be spoiling your mood for Love.

As you know from experience and statistically proven, a weekend Valentine's Day has shown a negative impact on sales. In a study done by SAF (Society of American Florists) Valentine's Day Sales figures for the average shop from 1996 to 2001 show Sunday sales (\$22,000) as a low point and Wednesday sales at a high point (\$30,200). This shows an average shop felt as much as an \$8,000 decrease in sales for the weekend holiday.

This data is not meant to further dampen the mood, but to prepare you to fight for your share of the Valentine's Day sales. Start by reminding your customers about the "Sunday" Valentine's. Pretending it doesn't exist doesn't bode well for you or your customers.

Increase Weekday Sales – The more orders you get out early in the week leading up to Valentine's the better. This will spread out the work load and help you retain your share of the Valentine's Day sales. Offer Incentives for early deliveries and stress points such as "don't miss out on the thrill of the office delivery just because Valentine's Day is on the weekend." "Make your dinner reservation early and book your flowers – arrive with your bouquet in hand". Keep reminding your customers it is on the weekend so they don't miss out! Be clear about your Holiday Hours –capitalize on last minute sales with extended hours leading up to and including the big day!

Cross Promoting – Team up with restaurants, radio, TV stations, and other retailers to cross promote your business and create add-on sales. Radio Stations often have "Romantic Giveaways" and you could be the floral element of these promotions. Providing a few dozen roses to the promotion is a great way to get your name out there with free air time promoting your extended hours, specials and events. Restaurants are great partners too. Perhaps they need fresh flowers for all their tables for their Feb. 14 event – or they are offering couples "packages" that include a beautiful arrangement on their reserved table.

Set the Mood – Make your store a destination for everything Valentine's. Hold an event early in the week that entices people to come in early and book their flowers or offer gift incentives for cash and carry that day i.e. Men's Night. Don't delay after Christmas setting up your Valentine's Day displays. Create drama and romance; your window should have a Love Story to tell.

Direct Mail – Focus your efforts on electronic marketing with email blasts to your customer database. Your e-mails should include your contact information, images of designs, specials and links to your website where they have all your information

at their fingertips (literally). Your website must be up-to-date with the current specials, early incentives, and links to your company Facebook page and Twitter account. Invite them to your "Men's Night" using your Facebook account, and stay in touch with messages on Twitter. Put the necessary time into this type of social marketing to stay in touch with your customers – today's retail marketplace is full of "Twitter and Facebook -aholics". Tapping into this "online" demographic is an important part of staying current and top of mind with today's consumers.



Target Audience – There is always a lot of talk about the office deliveries and marketing to the 30+ working class consumer - but don't forget the power of young love. I recently attended a seminar put on by Prince & Prince for WF&FSA members about the upcoming holiday. Here are a few points from the surveys they conducted which may have you re-directing some of your marketing efforts and ensuring you have products and designs suitable for a younger audience:

- More young adult floral buyers (35 or younger) purchase for Valentine's Day than the other top floral holidays.
- Valentine's Day "opens the door" to younger adult floral buyers and to the teenager floral market.
- Floral Purchasing was 17% higher in households where a teenager was present.
- Overall Valentine purchases were 30% higher in households with teens (22% of those purchases were floral).

Teens present some significant Market Opportunities for all retailers*:

- **Teens are a growing market.** The Teen population will expand from 32.4 million in 2000 to 33.5 million in 2010 in the U.S..
- **Teens have money to spend.** As Teens age, their yearly discretionary income increases from nearly \$1,500 at age 12 to 13 to nearly \$4,500 by age 16 to 17. As a group, Teens of all ages spent a projected \$112.5 billion dollars in 2003 in the U.S. 15% of their shopping is done online.
- **Teens influence household spending.** Parents consult the computer and market-savvy Teens in their households for large and small purchases.

With a significant amount of income at their discretion, Teens display a surprising level of financial sophistication — significant proportions have access to financial products and services to manage their money. Nearly four out of ten Teens have a savings or checking account in their own name. And over 5% have access to a credit card either in their parents' or their own name. (*Data from Mediamark Research Inc.)

If there was ever a time to ramp up your marketing efforts, it's Valentine's Day 2010. Thankfully the long weekend falls a week later in 2011!

Customer Survey 2009 - The Results Are In

At Florists Supply Ltd. we pride ourselves in our Customer Service. In order to measure our level of customer service we conduct a Customer Survey every 2nd year. This June, we sent out 883 surveys to our regular customers and received 195 responses, a response rate of 22%. Thank you to all respondents for your valuable feedback.

We use your comments to improve our level of service. The data from the survey showed our staff has achieved the highest Service Scores ever for our company in Cut Flowers and Supplies.

The overall response on the surveys was very positive, with customer service expectations being met 90% of the time overall in both Cut Flower and Supply departments. The tabulated results of the survey are shared with our staff, to help them continually improve and strive to achieve higher results. Most importantly, we share your positive feedback with our staff to let them know they're doing a good job!

Donation Day Success

Each year Florists Supply Ltd. holds a Donation Day where 5% of our sales are donated to support local charities. The charities are selected by the branch with input from the staff for causes that directly affect their lives. This past year, Florists Supply Ltd. held its 10th Annual Donation Day on October 19th, 2009.

We are proud to donate a total of over \$5700.00 to our charities this year!

Thank you for participating in this worthwhile cause. Your participation and support is greatly appreciated!

Winnipeg, MB
Branch Donated to
Multiple Sclerosis
Society, MB Division

Saskatoon, SK Branch
Donated to Crohn's & Colitis
Foundation of Canada -
Saskatoon Chapter

Edmonton, AB
Branch Donated to
Autism Society of Alberta

Vancouver, BC Branch
Donated to New Stride
Thoroughbred
Retirement Foundation



Staff Pumpkin Carving Contest



Our Vancouver and Edmonton locations held staff pumpkin carving contests this fall. All four of our locations had an opportunity to vote for their favorite.

The winners were:

Vancouver
Fritz Kwok

2010 Olympic Games Pumpkin

Edmonton
1st Place - Luci Godsmith
Black Spider Web Pumpkin

2nd Place - Nicole Colby
Mars Attacks Alien Pumpkin



Edmonton Branch - New Location - Open For Business January 18, 2010 16455 - 118 Avenue



We are very excited to announce our upcoming move in Edmonton, AB.

Starting January 18th, 2010 our new premises will be located at 16455 - 118 Avenue. We will be increasing our space from the current 19,350 Sq Ft to 30,400 Sq Ft. The new space will allow us to increase our cut flower cooler to 3000 sq ft and give us more room for our supply department's warehouse space.

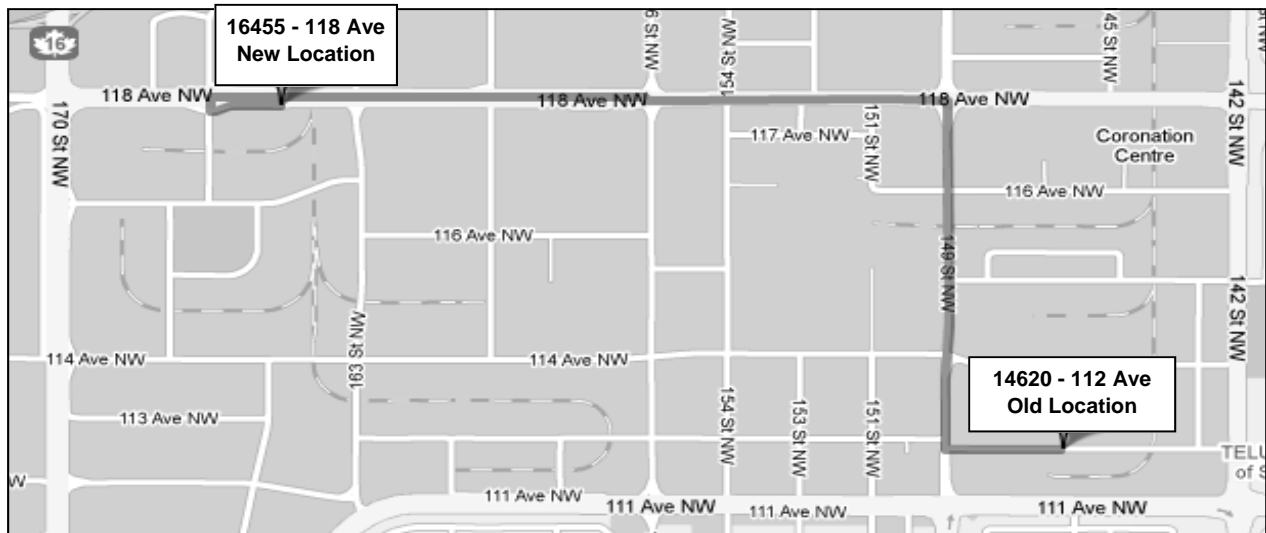
We will continue to operate in our current location until January 13th. Both locations will be CLOSED from January 14 to 17 for the move. We will not be shipping any product or taking orders

during this time. We apologize for the inconvenience, but we will be ready to serve you on Monday, January 18th at 7:30 a.m. from our new location.

Thank you to our customers for your continued support in this region. Your business has allowed us to expand so we can service you even better.

CLOSED: January 14 - 17, 2010

Open For Business: 7:30 a.m. January 18, 2010
Join us for coffee and treats and see our new space!



Cecil Foster Celebrates 50 Years with Flowers

Cecil Foster of Fosters Floral Fashions in Brandon, MB celebrated 50 years in the industry with over 150 friends and family on October 22, 2009. The past 50 years has proven Cecil's true dedication and entrepreneurial spirit when it comes to flowers.

Cecil had a burning desire to work in a flower shop from the time he was 10 years old and has always had a love of flowers. He began his career by attending the Canadian School of Floral Art in Hamilton, ON in the fall of 1959. After completing the course he was hired by Daisy Patmore of Patmore Florist in Brandon in October 1959.

In 1962 he moved to Winnipeg and worked for Gardenia Florist for a few years until he opened up his first flower shop in 1965: Fosters Floral Fashions on Portage and Langside. When Grant Park Shopping

Centre opened in Winnipeg he went into partnership with Bill Campbell and operated Pounds Floral Fashions, which had a second location in River East.

By 1972 Cecil returned to Brandon and bought Patmore Florist and opened Fosters Floral Fashions. He operated both Patmore and Fosters from the same location with separate telephone lines. His entrepreneurial spirit continued when he opened a second Foster's location in the Brandon Shoppers Mall. Cecil added Fosters Bridal Fashions, a bridal store on the second level of his flower shop, about 20 years ago.

Over the years Cecil has worked on so many special occasions including the Flowers Canada Float for the Grey Cup Parade in Winnipeg. His fondest thoughts of his 50 year career are simply the opportunity to work with flowers everyday.

Cecil feels the landscape of the industry has changed as the volume of sales has declined over the years however; this is not slowing him down anytime soon. He has no plans to retire yet but knows the time will come. He looks forward to the extra time he can spend with his wife Lynda, his three daughters Angela, Andrea, and Alison and his grandson Matthew.

Congratulations Cecil! Your dedication to the floral industry is outstanding. Thank you for your long time patronage as a customer and a friend of Florists Supply!

*Happy
50th
Anniversary!*

Sharron Tymchuk Remembered



Sharron Tymchuk
July 13, 1947 - October 24, 2009

Sadly we must announce the passing of our fellow co-worker and friend Sharron Tymchuk. She passed away on Saturday, October 24, 2009 after a long battle with cancer. A celebration of her life was held on Friday October 30, 2009, at the Serenity Funeral North Chapel in Edmonton.

Sharron joined Florists Supply Edmonton on October 21, 2003 with over 20 years experience working in the floral industry. She was a valued Supply Customer Service Representative at David L. Jones Floral Wholesaler until their closure and we were happy to have her knowledge and experience on our team.

As a Supply Customer Service Representative Sharron loved the interaction with her customers; she was well known by many florists throughout Alberta, British Columbia and the Territories.

Unfortunately, in September 2006 she was diagnosed with Lung Cancer and had to leave the company on long term disability. She felt the support of the staff and customers, saying she really appreciated everyone calling and sending their best, but she certainly missed the daily personal interaction with her customers.

Sharron leaves behind her life partner Doug Reid and their daughters Connie and Kelli-Ann. As well, she adored her two cats Boomer and Cookie.

She will be remembered for the things she enjoyed most: planting flowers around the trees outside her deck, the outdoors, camping, dancing, bowling and darts.

Sharron was a sweet person with a big heart. She was a hard worker and will be missed by her co-workers and customers alike.

From everyone at Florists Supply, our deepest sympathy goes out to her family.

2009 Fall & Holiday Design Show - Grand Prize Draw

Thank you to everyone who attended our Fall 2009 Design Show. This year our show focused on what is new in design, colour and technique for Fall & Holiday wreaths and centerpieces.

A special thanks to our Designers:

Derrick Hollar, AIFD, CAFA, Roy Jackson, CAFD, FTD Master Designer, Kevin Ylvisaker, AIFD, PFCI, KLY Floral International, Mukwonago, WI, Neville MacKay, My Mother's Bloomers, Halifax, NS, and James M. DelPrince, Ph.D., AIFD, PFCI Mississippi State, MS

Grand Prize Winners - Kodak Digital Photo Frame with Accessories

Winnipeg	Saskatoon	Edmonton	Vancouver
	<p>Photo of Winner Unavailable at time of Printing</p> 		
<p>Tammy Gowler from Flowers On Main in Minnedosa shown with company President Laurie Nesbitt.</p>	<p>Nola Sanderson from Kelli-Dee Floral Ltd.</p>	<p>Becky from The Flower Gallery in Calgary shown with Branch Manager Colleen Hemmingway.</p>	<p>Janice Fletcher from Beach Petals Flower Design shown with Branch Manager Reagan Van Herk.</p>

Employee Service Recognition

Jacques Cahill Celebrates 40 Years with Florists Supply

The dedication and caring nature of our staff is what sets us apart to maintain and grow our business. In recognition of each staff member and their dedication to our company we present service award gifts each fall. In the fall of 2009 we celebrated a very special milestone as Jacques Cahill completed his 40th year with Florists Supply.

Jacques joined the company September 22, 1969 at the McGee Street location in Winnipeg as a Customer Service Representative in the Supply Department. After only a week it was apparent that he was more interested in the fresh cut flower department. He worked as a cut flower packer and processor until 1972 when he moved into the office working in the credit department. By 1975 Jacques became the Credit Manager and his position evolved as he took an interest in computers. Within 4 years Jacques was promoted to Office Manager where he began to oversee the Receivables and Payroll, by the early 80's he was taking accounting courses so he could manage all of the company's accounting.

Jacques continues to be our Office Manager at our Head Office in Winnipeg. His role has continued to evolve with the growth of our company and the changes in technology. He manages our Accounting, IT, and Payroll for all four of our locations and is highly respected by our staff and management. ***Congratulations on 40 years Jacques!***



Laurie Nesbitt (right) presenting Jacques Cahill (left) with his 40th Year gift at our Winnipeg Fall design Show.

Thank you to everyone for their efforts and contributions to the ongoing success of Florists Supply. Your hard work is appreciated!

These are the staff who have reached anniversaries in 2009:

Winnipeg

Jacques Cahill	40 Years
Nadine Martyniuk	5 Years
Ted Simm	5 Years
Charles Ackabee	5 Years
Cobie Romance	5 Years
Joanne Fawley	1 Year
Autumn Spulnick	1 Year
Jonathon Benoit	1 Year
Kelly Hooper	1 Year
Kim Smith	1 Year

Saskatoon

Jena Schell	5 years
Carol Richardson	1 Year
Stuart Flegel	1 Year

Edmonton

Luci Godsmith	5 Years
Georgina Kenny	5 Years
Fred Jeschke	5 Years
Karen Casavant	5 Years
Allison Gasmø	5 Years
Donna Hultgren	5 Years
Ailien Holdis	1 Year
Michelle Short	1 Year
Sandy Oleksy	1 Year
Aleksandar Radmanovic	1 Year
Adam Oleksy	1 Year
Margaret Procter	1 Year
Jacqueline Clooney	1 Year

Vancouver

Sean Stock	5 Years
Alan Fedyk	1 Year
Dianne Ganz	1 Year

UPCOMING EVENTS

January

January 1 **New Year's Day**
All Branches CLOSED

January 14 - 17 **Edmonton Branch CLOSED for Relocation**
January 18 **Edmonton Branch Re-Opens at New Location**
16455 - 118 Avenue

February

February 14 **Valentine's Day**
February 15 **Louis Riel Day (MB) - Winnipeg Branch CLOSED**
Family Day (SK, AB) - Saskatoon and Edmonton Branch CLOSED

February 21 - 24 **Alberta Gift Show - Edmonton, AB**

March

March 7 **Spring Design Show - Saskatoon**
March 7 **Spring Design Show - Edmonton**
March 8 **Body Art Hands On Seminar - Edmonton**
March 8 - 13 **International Women's Week - Hope is Blooming Fundraiser**
March 14 **Spring Design Show - Winnipeg**
March 15 **Corsage Hands On Seminar - Winnipeg**
March 17 **Advanced Wedding Hands On Seminar - Saskatoon**
March 28 **Spring Design Show - Vancouver**
March 29 **Corsage Hands On Seminar - Vancouver**

April

April 2 **Good Friday - All Branches CLOSED**
April 4 **Easter Sunday**
April 18 **Kelowna Design Show**
April 19 **Corsage Hands On Seminar - Kelowna**
April 21 **Administrative Professionals Day**



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