Gallup & Stribling Orchids and Westland Floral: Melding Strategy and Strength

Story begins on page 4

Check Our Spring Colors Design Story
See Page 8
In the Southern California flower growing industry, the joining in 2013 of a grower with a first-class research laboratory with a grower known for its long history of sustainable flower growing has produced an exciting and promising combo. Westland Floral’s purchase of Gallup & Stribling Orchids has positioned the team to make a dramatic impact on the orchid and fresh cut flower industry.

Gallup & Stribling is known worldwide for its high quality cymbidium orchids, which make up around 50 percent of its products along with fresh cut orchids, grown at their facility in Carpinteria. The company, started in 1947 by Aleck Stribling, who partnered with Gary Gallup in 1957, sells wholesale, mass market plants, sprays, corsages and single blooms to the country’s largest retailers and operates a retail store on its farm in Carpinteria. Furthermore, its research laboratory has allowed it to advance its orchid breeding program to the direct benefit of cut flower and potted plant markets everywhere.
What Are ‘Sustainable Practices?’ Westland Floral uses “earth friendly” (non-chemical) methods to grow long lasting, beautiful flowers, caring for the earth and our natural resources without compromising product quality. They do that with:

- Integrated Pest Management (IPM), to control pests using “good” bugs dining on “bad” bugs.
- Sticky bug-catching tape, to prevent bug problems.
- Passive heating and cooling (ventilation), reducing energy usage about 40 percent with shade and heat curtains and a temperature controlled watering system.
- Daily composting and mulching of bouquet clippings and post-harvest materials.
- Steam cleaning in soil preparation to assure elimination of weeds and bacteria.
- Daily water re-circulating of 5,000 gallons through the hydroponic system.
- Thoughtful packaging of bouquets, using biodegradable sleeves and recycled bulb crates.

The innovative new owner Westland Floral, also in Carpinteria, has since its founding in 1971 served mass market retail stores nationwide, shipping orchids, gerberas, lilies and poms from its sustainable 90-plus-acre farm. It’s well known for its sustainable growing practices, having researched and implemented environmentally friendly farming methods without compromising quality.

Westland Floral is also recognized for its creative ideas and programs that help customers stay competitive and keep up with trends (including an online wedding and event collection, arranging videos, and event flower shopping at FloralAmbiance.com).

Case Van Wingerden, owner of Westland Floral, sees the acquisition of Gallup & Stribling as a way to “build on the strengths of both companies, of the 50-plus years of Gallup & Stribling” and “40-plus years of Westland Floral.” His vision is to “build the most exciting, well-rounded orchid offerings available globally.”

To help him do that is the Gallup & Stribling research and propagation laboratory, started in 1960 to help the company start its orchid breeding program. The lab is the largest plant tissue culture laboratory in the United States and is dedicated solely to orchid propagation. The staff of technicians oversees the laboratory’s laminar flow stations and a large environmentally controlled growing room with a large capacity of flasks. Gallup & Stribling Orchids’ laboratory services are performed for orchid hobbyists and commercial orchid growers around the world.

An on-site retail store is another big plus in the new venture. Beginning in 2013 and continuing through 2014, the Gallup & Stribling store was modernized and expanded under the direction of marketing manager Anna Honeyman. The store is “in a new location (at Gallup & Stribling),” Honeyman says, “and we have been rebuilding from the ground up, keeping our core products in good supply, introducing new and interesting items and in the end our aim is to make the center more educational.”

Another part of the strategy for Westland Floral’s work with Gallup & Stribling Orchids includes the professional development of an important online component: A website that will shine the spotlight on the superb quality of orchids bred, grown and shipped by Gallup & Stribling. At-home and professional designers can purchase Gallup & Stribling Orchids through its FloralAmbiance.com website.

The half-century reputation for high, long-lasting quality in orchids developed by Gallup & Stribling Orchids is being fully optimized with the vision, innovation and market strategy offered by Westland Floral, with customers at the Original Los Angeles Flower Market expecting great things to come.

**About Westland Floral:** The company was started in 1971 by Case and Jerry Van Wingerden, brothers who immigrated with their family in the late 1960s to the United States from Holland. Case and Jerry followed fifteen generations of family growers in their new business, growing carnations and chrysanthemums and later gerberas, orchids, lilies. They became a leading producer of fresh cut floral bouquets. In 2010, the company began selling hydroponically grown living lettuces and herbs to the public and wholesale through Westland Produce. In early 2014, the brothers separated into two companies. Case Van Wingerden moves forward with his son Alex Van Wingerden with Westland Floral’s bouquet division, Gallup & Stribling Orchids and Alexander Ranch’s hydroponically grown lettuce and herbs.
Michael A. Mellano New CCFC Chair
The California Cut Flower Commission’s Board of Commissioners has elected Michael A. Mellano of Mellano & Company in San Luis Rey, chair of the CCFC. Mellano has served as chair of the Commission’s Grower Research and Economic Committee since being elected a Commissioner in 2008. He succeeds Lane DeVries of The Sun Valley Group.

The CCFC’s Executive Committee also includes Diana Roy, Resendiz Brothers Protea Growers, Fallbrook; June Van Wingerden, Ocean Breeze Farms, Carpinteria; Tom Lemus, Farmers’ West, Carpinteria; and past chair Lane DeVries, The Sun Valley Group, Arcata.

CSFA Welcomes New Board Members
California State Floral Association members have elected new board members for two-year terms effective this past January 1: Doug Dueker of Newport Wholesale Floral; Sandy Lesnewsky, instructor at Mission College in Santa Clara; Jim Montgomery JD; Suzanne Skorheim, instructor at Long Beach City College. The newly elected officers are President – Wilton Lee CCF, Lee’s Berkeley Florist & Nursery; Vice President – Lee Burcher AIFD CCF CFD PFCI, Floral Design Concept; Secretary/Treasurer – Darlene Montgomery CCF, Shasta College; and Immediate Past President – Richard Gourd, Mayesh Wholesale Florist, Inc. Continuing on the board are Anthony Alvarez, Debbie Alvarez, Steven Brown, Gisele Chamberlain, Paul Furman, Karen Genoud, Ivana Royse and Rene van Rems.

Dancer is New EVP Marketing at Teleflora
Teleflora’s David Dancer has been promoted to Executive Vice President, Head of Marketing, to oversee the brand vision and strategy. He served as Teleflora’s vice president of partnership marketing since 2012, leading strategic partnerships and campaigns with renowned brands such as American Airlines and American Express. He is a 20-year industry veteran with extensive global consumer and small business marketing expertise.

A Priceless Gift
150 Years of Floral History • $35 including shipping
Pay by check to: American Florists Exchange c/o Mellano, 766 Wall Street, Los Angeles, CA 90014
Greayer Wins Facebook Contest

Rochelle Greayer and her family were treated to a Tournament of Roses Parade experience with a behind-the-scenes tour, including visits to flower farms along the California coast. All this because she won a Facebook contest sponsored by California Cut Flower Commission. Rochelle is an avid gardener with a passion for spreading the word about America’s flower farms.

In Memoriam

Maria "Nonni" Mellano
Maria Mellano passed away peacefully on February 3, 2014 at the age of 98. Maria lived a full and enjoyable life which began in the tiny village of Entracque, in the Italian Alps, where at age eighteen, she and Giovanni Mellano married. Together, they immigrated to Artesia, California and started the flower growing operation now known as Mellano & Company. After Giovanni’s death in 1972, Maria moved to Oceanside, to be closer to her family, who had relocated the flower farm to that area. Maria is survived by her son, Michael Mellano Sr and wife Sharon; daughter RoseMarie Castellano and husband Battista; daughter-in-law Diane (whose husband, Maria’s son Johnny, passed on in 2012); by ten grandchildren, nineteen great-grandchildren and nieces and nephews in the United States, Italy and France.

Jerry Stathatos
Savas Jerry Stathatos, who with his brother Dan operated the Broadway Florist and Stats, passed away on January 27, 2014 at the age of 87. Jerry was a board member at Descanso Gardens and active in his church and organizations. A thoughtful, gentle man, he will be remembered for his love of nature and his exquisite garden.

Betty Lou Barker
Known to many California florists and designers for her untiring contributions to the California State Floral Association and the American Institute of Floral Designers, Betty Lou Barker AIFD CCF CFD, passed away on February 5, 2014, following a stroke. Betty Lou was the superb manager of the design workroom at CSFA’s annual convention, and she filled many roles at many events of CSFA and AIFD. She will be greatly missed.

Bridal Flowers
This is a wonderfully practical and colorful book, for the floral designer as well as the bride, that identifies areas we sometimes miss when planning wedding flowers. Imagine if you will, considering the bride’s size when designing her bouquet. How about some tips on how to hold the bouquet? Toss the bouquet? Tips for designing bride’s flowers to ringbearer and flower girl flowers complete the book. Authors Ginny Parfitt, Bill Murphy AIFD and Tina Skinner, with a team of photographers, inspire us with page after page of unique florals in spectacular color, complete with how-to guides. Even the introduction by Donna Theimer AIFD PFCI includes eight tips for selecting blooms.

Purchase for $24.99 at major bookstores or from Schiffer Publishing, Ltd.
(SchifferBooks.com)
4880 Lower Valley Rd., Atglen, PA 19310
Phone: 610 593-1777
Pastels will be forever entrenched in floral designs for Easter and Mother’s Day, but this year, take a cue from the fashion industry, which adds a splash of boldness to Spring. Pantone, the global authority on color, reports 2014 Spring fashion colors include calm pastels and neutrals along with exciting citrus, blue and purple shades. Try these ideas to substitute or pair soft pastels with vivid colors for your spring floral designs.

Switch out the usual spring pinks with purples and lavenders. Pairing Magenta Purple Kate garden roses or purple mini calla lilies with the Radiant Orchid colors of ranunculus make a lovely monochromatic themed design.

For this Spring’s vibrant yellow, choose freesia, tulips or Gold Strike roses or pick a new yellow container in water-tight heavy plastic available at Floral Supply Syndicate in many different sizes and styles. Coral peonies or coral garden roses are a perfect way to capture the spicy Cayenne color.

For Easter-inspired designs, try Spanish moss as a substitute for the usual green grass, to capture calm Paloma. For more gray neutral tone ideas, add silver Brunia berries or Dusty Miller to designs, to showcase vibrant colors.

2014 Color Ideas for Easter and Mother’s Day

By Kit Wertz, Owner/Partner/Designer, Flower Duet in Torrance, California. Member California State Flower Association

Pastels will be forever entrenched in floral designs for Easter and Mother’s Day, but this year, take a cue from the fashion industry, which adds a splash of boldness to Spring. Pantone, the global authority on color, reports 2014 Spring fashion colors include calm pastels and neutrals along with exciting citrus, blue and purple shades. Try these ideas to substitute or pair soft pastels with vivid colors for your spring floral designs.

Switch out the usual spring pinks with purples and lavenders. Pairing Magenta Purple Kate garden roses or purple mini calla lilies with the Radiant Orchid colors of ranunculus make a lovely monochromatic themed design.

For this Spring’s vibrant yellow, choose freesia, tulips or Gold Strike roses or pick a new yellow container in water-tight heavy plastic available at Floral Supply Syndicate in many different sizes and styles. Coral peonies or coral garden roses are a perfect way to capture the spicy Cayenne color.

For Easter-inspired designs, try Spanish moss as a substitute for the usual green grass, to capture calm Paloma. For more gray neutral tone ideas, add silver Brunia berries or Dusty Miller to designs, to showcase vibrant colors.
Why trust your flowers to anyone else?

- Guaranteed satisfaction
- Easy to Buy Flowers
- Proven results

Become a part of our family today, it’s a fun place to be.
**SD Floral Competition Deadline Nears**
The Fifth Annual San Diego Floral Design Competition and Floral Festival will be held on the Flower & Garden Show Stage on Sunday, June 15, at the San Diego County Fair in Del Mar. Part of the always-spectacular Paul Ecke Jr. Flower Show, this is an opportunity for designers developing their portfolios. Deadline for entry is Friday, May 9. For more details, call 858 792-4273 or visit www.sdfair.com/entry. Also see ad in this issue.

**Prinzing Promotes Home-grown Flowers Website**
Those who attended California State Floral Association’s convention in October 2013 in Carpinteria may remember Debra Prinzing’s presentation about “slow flowers,” or locally-grown flowers. Prinzing recently launched Slowflowers.com to share with floral professionals and consumers the names and contacts of flower providers in all 50 states. She’s inviting contributions and listings of flower growers, retail and studio florists, supermarket florists. Contribute at Indiegogo.com (enter ‘slow flowers’ in search box); or Slowflowers.com.

**Cal Poly Tech is “CA Grown” Winner**
Congratulations to Amanda Lee and her team of Cal Poly University students (both San Luis Obispo and Pomona campuses) for designing and decorating the float that won the award for “Best Use of Imagination and Innovation to Advance the Art of Float Design” in the Tournament of Roses Parade. For the third consecutive year, materials used on the “Bedtime Buccaneers” float were certified by California Department of Food and Agriculture as all California-grown. Nineteen California flower farms contributed over 45,000 stems valued over $30,000 to help ensure that the Cal Poly team had what they needed.

**PIA Changes Name**
The Plantscape Industry Alliance, dedicated since 1990 to advancing the interior plantscaping community and its industry affiliates through education, training and awareness, has changed its name to: Plantscape Institute of America, keeping the same PIA initials.

**Floral Prodigy Launched by Teleflora and Beneva Solutions**
Teleflora has partnered with Beneva Solutions to offer Floral Prodigy, an innovative tool that tracks a florist’s marketing efforts to learn which ads, direct mail, online campaigns or other tactics generate the most orders. The software will help florists decide how best to spend their marketing dollars. Floral Prodigy is the brainchild of Arthur Conforti, founder of Beneva Solutions, who developed the system to track his own floral shop’s marketing efforts. The software can integrate with Teleflora’s RTI point-of-sale system and offers an easy-to-use portal and

---

**Notecards They’ll Notice**
- 4 x 5” floral themed notecards with a blank inside
- Great gift item for your flower shop

**Floral Notecards**
Deliver Your Message with a Floral Flair

Contact: Peggi Ridgway/Wordpix
www.MyFloralNotecards.com • peg@wordpix.com
A little division of Wordpix, producer of the Bloomin’ News.
daily reports. For info, email floralprodigy@teleflora.com or visit Myteleflora.com.

Are You the Next Iron Designer?
The International Floriculture Expo, slated for June 10-13 in New Orleans, is seeking nominations to compete in its Seventh Annual Iron Designer Competition. Last year’s winner was J Schwanke; in 2009, Rene van Rems AIFD PFCI was the winner. Enter this light-hearted, entertaining competition, but submit by the April 11 deadline. See Floriexpo.com or contact Megan Hall at mhall@divcom.com.

You Could Be the Next Marketer of the Year
Floral Management magazine’s 21st Annual Marketer of the Year contest is underway. If your marketing efforts (large or small) during the last few years have been successful, then you’re a candidate. You could win $5,000 prize sponsored by Design Master Color Tool, Inc., a free registration to SAF’s August 13-16 convention, a cover story in Floral Management. For details, see SAFnow.org, email Kate Penn at kpenn@safnow.org or call 800 336-4743.

Cut Flower Caucus Launched
Rep. Lois Capps (D-California 24) and Rep. Duncan Hunter (R-California 50) have launched the bipartisan Congressional Cut Flower Caucus. The caucus is open to all members of Congress and is dedicated to promoting the domestic cut flower industry. Capps says “Floriculture is our nation’s third-largest agricultural product, supporting tens of thousands of jobs and billions in economic activity.” The caucus hopes to highlight these facts and increase awareness of issues facing the floral industry.

The caucus was launched during a visit by flower growers from California, Washington, Alaska, Oregon, Maryland and Virginia to the U.S. Capitol.

Botanic Garden Plans Education/Events Area
The San Diego Botanic Garden has announced plans for a unique education and events facility and that The Donald C and Elizabeth M. Dickinson Foundation has pledged a $1 million challenge grant toward the project. The Garden must raise an additional $3 million by December 31. Upon successfully meeting the challenge, the Dickinson Foundation Pavilion, with classrooms and meeting spaces, will be located adjacent to the Hamilton Children’s Garden. Exotic botanical wonders not typically found in the Garden will thrive in the glass conservatory environment.

Apply Now for AIFD Accreditation
April 15 is the deadline to submit an application for the 2014 Professional Floral Design Evaluation by American Institute of Floral Designers. See AIFD.org for requirements.

Mother’s Day Spending: What to Expect
In 2013, floral purchases for Mother’s Day were down by 38 percent, an unexpected drop from the previous two years’ increases. Fresh flowers are always the most popular floral gift, according to the Society of American Florists, but in 2013, retail florists represented only 17 percent of buyers’ point-of-sale choices. Supermarkets and garden centers were the most popular. Strengthening the shop’s promotions, holding special events and participating in community events all serve to increase visibility and awareness.

Continued on next page
AIFD Plans 2014 Symposium in the “Windy City”

The American Institute of Floral Designers will hold the “Transition Transformation” 2014 Symposium at the Hilton Chicago, downtown, July 3-7. Another outstanding line-up is planned, including high-level stage presentations from renowned floral design artists from around the world. For details, see AIFD.org/.

Farm Bill Affects California Flower Farmers

Society of American Florists, AmericanHort and more than 120 other members of the Specialty Crops Farm Bill Alliance lobbied aggressively for the farm bill, recently passed by the U.S. Congress and signed by the president. As a result of their successful efforts, important programs will receive millions of dollars in additional funds: Critical pest and disease research programs, Specialty Crop Research Initiative, Specialty Crop Block Grants which help state initiatives to increase flower and plant promotion.

AFE Invites Scholarship Applications

The American Floral Endowment invites horticulture and floriculture students to apply for more than 20 different scholarships for their sophomore, junior and senior years and graduate programs. Deadline is May 1. Visit Endowment.org or on Facebook, see FB.com/americanfloralendowment.

Shipper Considers Shipping Flowers by Sea

Maersk Container Industry, a unit of AP Moller-Maersk, a Danish conglomerate, is partnering with Boston appliance design company Primaira LLC, to equip traditional, refrigerated cargo containers with a high-tech system of air purification, with the intention of prolonging the lives of roses, tulips and other flowers during shipping by sea. The belief is that shipping by sea would reduce costs for growers and others participating in transport by as much as 80 percent; and they hope to double the life span of popular flower varieties. A company called Flowers on Waves is already shipping by sea from Africa to Europe, although using a technology of a special gel which provides moisture to the flowers.

AFE Reports Survey Results

When it comes to flowers, consumers love fragrance. Recently, the American Floral Endowment and researchers from the University of Florida presented compelling evidence for this in three studies. In report #453, consumers overwhelmingly desire fragrance. Furthermore, report #455 shows that mixed containers for indoor use have boomed in popularity. And report #456 indicates that flower fragrance is very alluring to customers.

California Drought Worrisome

The extended, extensive drought conditions in our state led to drastic legislative measures over the past several months. The federal government said every square mile of California “is in some state of drought.” California’s most crippling drought of modern times resulted in state officials halting water allocations to agencies serving millions of residents and nearly a million farmland acres. Governor Jerry Brown officially declared a drought emergency on January 17 and called upon all Californians to conserve water. Legislation to put a water bond on the November 2014 ballot was introduced. Congress and the White House put together an array of assistance programs for California. And the rain that arrived in late February barely made a dent in the drought. Should we do a rain dance?

SAF Leverages “Self Help” Trend in PR

The Society of American Florists’ multi-faceted 2014 national public relations campaign will inspire consumers to make a beeline to flower shops to make flowers and plants (and the expertise of local florists) part of their everyday lives. The PR Push “Live Like a Flower” launches in April in women’s magazines, consumer websites and social media, on how to live a happier, more fulfilling life. Then the grand finale to the “VaseOff!” series of online floral design contests gets great PR in an “All Stars Challenge”, followed by robust social media posting.

Florist Consulting Software Launched

A new product, Florist Consulting Software, was built by florists for florists. It offers a library of floral designs, the ability to customize project proposals, manage customer records, track revenue and expenses, showcase proposals on smart devices as well as desktop computers, keep notes, set meetings, glean marketing tips and join in a social community. See Floristconsultingsoftware.com.
Join the Flower Fun at the 2014 San Diego County Fair

Be a Part of The Flower Show!

June 7 - July 6

*Interior Floral Vignettes (June 7 - July 6)*
10x10 Full Room Displays. Your creative expression using design principles, fresh flowers, live plants and/or dried materials are judged. Online entry: March 1 through May 2.

*Floral Design Competitions (9 contest days)*
Enter Professional, Amateur, Novice, and the new Beginners Divisions, so everyone can compete. Online entry: March 1 through May 2.

*Specimen Blooms Competitions (9 contest days)*
Any specimen you have been growing for 90-days or more may be entered. Special divisions for Roses, Dahlias, Gladiolus and other specimen blooms including leaves. Nine separate contests are scheduled during the 2014 Fair.

*Fair Flower Festival - June 15th. (The Flower Event of the Year!)*
Public displays (no judging). This is the day the floral industry and flower lovers alike will participate. The top floral designers will demonstrate. The best garden clubs will be there for a day of educational fun, tips and techniques. Concurrent with the 5th Annual Floral Design Contest.

*5th Annual Floral Design Contest - June 15th.*
This is San Diego’s biggest ‘all-out’ floral design competition. Winner of the 5th Annual Floral Design Contest moves to Top Ten Competition.

*My Big Fair Wedding Day - June 29th.*
A full-day of outdoor nuptial-bliss and romantic festivities at the beautiful San Diego County Fair Gardens featuring 5 REAL weddings, each different, highlighting flowers, cakes, music, ring bearers, flower girls and love.

*Come to the Exhibitors Meeting - May 24th.* An opportunity to learn how to enter, exhibit and win. Meet the experts. Refreshments and fun for exhibitor and designers. Let us know you are coming so we save you some goodies.

For assistance, questions or reservations for any of these events
Call 858.792.4273 or flowershow@sdfair.com

For information on the Flower Show and how to enter our competitions, visit sdfair.com/entry
APRIL

1 April Fools’ Day
1–3 Debra Lee Baldwin presents Designing with Succulents at Epcot Center International Flower Festival. Orlando, FL. Debra will also sign her books, Designing with Succulents, Succulent Container Gardens and Succulents Simplified. Visit Disneyworld.disney.go.com/events-tours/epcot/epcot-international-flower-and-garden-festival/

1–30 Visit the Flower Fields at Carlsbad (Palomar exit from I-5).

4–6 AIFD Southern Chapter presents Rene van Rems AIFD’s wedding program and hands-on workshop. Contact Randy Wooten AIFD, CFD, PFCI at wooten2594@windstream.net or visit: Aifd.org/chapters/southern.

7–9 FTD Boot Camp focuses on design and business techniques for shop owners and managers, FTD,Downers Grove, IL. For details call 800.788.9000 ext. 6240 or visit FTDi.com.

9 Fresh Produce & Floral Council Northern California Expo, Pleasanton. Visit Fpfc.org or call 714 739-0177.

12–19 Celebrate Spring and Earth Day Week in Descanso Gardens with children’s workshops, Shakespeare Ensemble (Tuesday-Wednesday, 11 a.m.), Wildflower Display, Crafts and Family Walk (Saturday). See Descansogardens.org for more.

13 Palm Sunday

14–22 Passover

15 Tax Day in U.S.

18 Good Friday

19 Walking tour of Los Angeles Flower District, by Flower Duet designers, 7 to 9 a.m. Call 310 792-4968 for details.

   Flower Duet hands-on centerpiece design workshop at Flower Duet studio, 2675 Skypark Drive, #205, Torrance. Call 310 792-4968 for details.


20 Easter Sunday

22 Earth Day

23 Administrative Professionals Day (Week)

23–26 Hortiflorexpo IPM Beijing, Beijing, China. See Hortiflorexpo-ipm.com.

25 Arbor Day (national) – Plant a flowering tree

   Patina Wine Dinner at Descanso Gardens. Enjoy fine wine and distinctive cuisine served in the garden under the stars. $74 adults. Reserve at Patinagroup.com/descanso by April 21.

27–30 “Floral Educator: Commenting and Teaching,” led by Marie Ackerman AIFD PFCI AAF and Tom Bowling AIFD PFCI at the Teleflora Education Center in Oklahoma City. For details, call Teleflora at 800 456-7890, x.6234 or visit Myteleflora.com.

30 International Jazz Day

MAY

1 May Day / Lei Day in Hawaii

   “CSI: Flower Shop – Live and Online!,” phone seminar with Tim Huckabee. Learn what flower shops should and should not say to customers. Today’s session is about the customer who is browsing the Web for Mother’s Day flowers.

1 to mid-May Visit the Flower Fields at Carlsbad (Palomar exit from I-5).

3 “Green Thumb 101: Planting,” 11 a.m. at Descanso Gardens, 1418 Descanso Drive, La Canada Flintridge. Bring your gardening gloves. $20, reserve by April 26. Call 818 949-4200 or see Descansogardens.org.

5 Cinco de Mayo celebration of Mexican culture

10–11 Mother’s Day Brunch by Patina, in the Rose Garden at Descanso Gardens, 1418 Descanso Drive, La Canada Flintridge. Seatings at 9 and 11 a.m. and 1 p.m. $59 ($23 child; 3 and younger free). Reserve by May 5. Call 818 949-4200 or see Descansogardens.org.com/descanso.

11 Mother’s Day

17 Family Garden Walk, 9:30 and 11 a.m. at Descanso Gardens, 1418 Descanso Drive, La Canada Flintridge. $20, reserve by April 26. Free.
for Market shopping hours, parking info and more.
promotions to special events and observances.

17 – 18  Debra Lee Baldwin presents Designing with Succulents at Eco-Xpo, Los Rios Park. Paseo Adelanto, San Juan Capistrano. Visit Goinnative.net/store

25  Rose Festival at Descanso Gardens, free with admission. At 10:30, join a talk on growing roses; from 11 a.m to 2 p.m, visit the “Human Vase Rose Display” with floral artist Alison Franchi and make-up artist Jennifer Aspinall. At 1 p.m., Alison Franchi creates rose arrangements; at 2 p.m., the California Shakespeare Ensemble does a spirited reading of “Much Ado About Nothing;” and at 3 p.m., join a Rose Garden walk in the 5-acre International Rosarium. Descanso admission is $9, special rates for seniors and children. 1418 Descanso Drive, La Canada Flintridge. See Descansogardens.org.

26  Memorial Day

31  Walking tour of Los Angeles Flower District, by Flower Duet designers, 7 to 9 a.m. Call 310 792-4968 for details.

Hands-on mini-calla lilies design workshop at Flower Duet studio, 2675 Skypark Drive, #205, Torrance. Call 310 792-4968 for details.

31 – June 1  Debra Lee Baldwin presents Designing with Succulents at the Sunset Celebration Festival, 80 Willow Road, Menlo Park. See Sunset.com/marketplace/celebration-weekend-festival-00418000081823/

JUNE

6 – 7  Debra Lee Baldwin presents Designing with Succulents at the Succulent Celebration at Waterwise Botanicals nursery in Escondido. Free. See Succulentcelebration.com


7  Green Thumb 101: Pruning, demonstrations at Descanso Gardens. Bring gloves and pruners. $20. Reserve by June 1 at Descansogardens.org or call 818 949-7980.

8 – 11  “Wedding Professional,” led by Joyce Mason-Monheim AIFD PFCI at the Teleflora Education Center in Oklahoma City. For details, call Teleflora at 800 456-7890, x.6234 or visit Myteleflora.com.

10 – 11  “SAF Retail Growth Solutions – A Mini Conference for Florists,” Hilton Rosemont-Chicago O’Hare, Chicago. For details, see SAFnow.org/events.


10 – 13  International Floriculture Expo in New Orleans, LA. Call 207 842-5508 or see Floriexpo.com or call 207 842-5530.

11 – 13  International Floriculture Expo Exhibits, Morial Convention Center, New Orleans. See Floriexpo.com or call 207 842-5530.

15  Father’s Day

19 – August 21  “Music on the Main” Summer Jazz, Thursdays at 6 p.m. at Descanso Gardens, La Canada Flintridge. See Descansogardens.org.

21  World Music Day

Hands-on peonies design workshop by Flower Duet at the Huntington Library, Art Collections and Botanical Gardens in San Marino. Call 310 792-4968 or (626) 405-2100 for details.

22 – 25  “European Design Trends,” led by Els Hazenberg AIFD AAF at the Teleflora Education Center in Oklahoma City. For details, call Teleflora at 800 456-7890, x.6234 or visit Myteleflora.com.

SAVE THE DATE


August 13 – 16, 2014: SAF’s 130th Annual Convention, Marco Island, Florida

August 19 – 21: PIA annual conference, Navy Pier, Chicago, IL.
Kudos to **Kit Wertz**, co-owner of Flower Duet in Torrance, who was interviewed for the website, Thesweethome.com, just before Valentine’s Day, for a story by Meg Muckenhoupt on how to buy the ‘right’ vase for your flowers. Kit was in good company; other interviewees included the floral arranger for Boston Museum of Fine Arts shows and the East Coast Editor for Better Homes and Gardens. Kit and her sister Casey also designed and provided (for the third consecutive year) 75 unique florals to Sony Music’s Post Grammy Awards party at The Palm restaurant in Los Angeles. They team up with Mabel, the owner of Pradi’s Orchids, to create custom florals each year. Katy Perry, John Mayer, John Legend and Stevie Nicks were among the celebs who attended.

**Phil Rulloda AIFD PFCI AAF**, was a featured designer at the Illinois State Florists’ Association event in early March (We all know Phil is pretty special!) The event featured a unique jungle theme. **Rene van Rems AIFD** says he “was honored” to start off 2014 as one of three official judges of the Tournament of Roses Parade floats in January. He calls the experience, which he shared with James Folsom and Cheryl Cecchetto, “amazing.” Rene continues his first class design workshops. **Gerard Toh AIFD CFD CCF** presented a “Weddings that Wow” Teleflora design show in Washington (state) recently.

**Ray Tucker** has started another busy season of teaching design at Mt San Antonio College and at Heritage Park in Diamond Bar, where he also teaches drawing and painting. The florists at **Jensen’s Finest Foods** in Palm Springs were spotlighted in “The Event Specialists” article in Super Floral Retailing magazine in January. “We do each and every wedding and each and every party, no matter the size, as if it were our own,” said director/buyer Mary Cass.

Celebrity florist **Fred Gibbons**, of Treefrogs Flowers, creatively sent his Valentine orders out with riders on bicycles – and got around some messy parking problems in Hollywood and Beverly Hills. He got maximum visibility from the signs on the bikes and postings on Facebook. “I’ve spent a lot of time in the past year studying what works best for shop owners to maximize their business image,” says Fred.

**Greg Lum AIFD EMC** was in the news recently, featured in the magazine Flowers World in its “new names” section. Greg is a Polytechnic University grad (San Luis Obispo) with a degree in decorative gardening who has won several floral design contests, including CSFA’s Top Ten and People’s Choice in 2013.

**California Ag Day** was held at the State Capitol in March, with California State Floral Association volunteers handing out 3,000 stunning bouquets of California-grown flowers to legislators and attendees.

Kudos to the design students of **Gail Call AIFD** for their AIR program at Golden West College and recent auction benefiting the SAIFD chapter there and students competing in the AIFD National Symposium in July. Gail and her staff continue to do a fantastic job teaching floral design. GWC students are regular winners at the Top Ten in October.

In February, **Janet Franco** of GTN Management in Riverside launched Forever Dreams for Veterans with the “Rose of Love Bikers Run.” Franco’s organization will bring treatment to soldiers and vets with post-service issues like Post Traumatic Stress Disorder.

**Stater Bros. Market in Chino** was featured in the March issue of SuperFloral’s magazine, with kudos for their attractive Mother’s Day displays every year. Colorful, flowerful and featuring a swinging bench and little house, last year’s display garnered tons of compliments.
Who can become a member?

Membership in the Los Angeles Flower District Association is open to florists, floral-trade related businesses, and to vendors who hold valid, proper and legal resale certificates.

What are the program’s benefits?

Direct benefits from the program include wholesale only shopping during wholesale hours to provide better shopping conditions for the trade, free validated parking during market day wholesale hours, and faster service due to a uniform record keeping system of resale numbers.

What are the fees to register?

Membership Fees are $30 for a 1 year membership (Year 2014) or $50 for a 2 year membership (Years 2014 & 2015). The membership fees include two (2) membership badges. Extra badges are available anytime for $3.00 each. 2014 membership badges will expire on January 1, 2015 and fees will not be prorated later in the calendar year.

What if I forget my badge?

A “Temporary Pass” is available at the main entrance (754 Wall Street) to registered members of the Flower District Association / Badge Program who forget their identification.

What are the market hours?

Trade/Wholesale Only Hours are:
- Monday and Wednesday: 2:00 a.m. to 8:00 a.m.
- Tuesday: 5:00 a.m. to 6:00 a.m.
- Thursday: 5:00 a.m. to 12:00 p.m.
- Friday: 2:00 a.m. to 3:00 p.m.
- Saturday: 5:00 a.m. to 3:00 p.m.

Non Trade/Public Hours are:
- Monday and Wednesday: 8:00 a.m. to 12:00 p.m. ($2 admission)
- Tuesday: 6:00 a.m. to 11:00 a.m. ($2 admission)
- Thursday: 6:00 a.m. to 12:00 p.m. ($2 admission)
- Friday: 8:00 a.m. to 3:00 p.m. ($2 admission)
- Saturday: 6:00 a.m. to 3:00 p.m. ($1 admission)

How does this program affect the parking situation?

There is FREE PARKING FOR TRADE Badge HOLDERS ONLY. Parking is validated for Trade badge holders at the main entrance to the Los Angeles Flower Market (754 Wall St.) on Mondays, Wednesdays and Fridays during wholesale hours only. Note: Registered members shopping during public hours will be required to pay for parking.

How carefully will this program be monitored?

There are approximately 10 security monitors checking for membership badges at the various entrances to the markets. To ensure the program’s continued success, we ask for all Flower District members to please remember to wear your 2013 badges. Although we realize the program is not by any means foolproof, please remember that this is a program subject to all the positives and negatives of building a foundation from the ground up.

How do I become a member of the Badge Program?

Fill out the Membership Application form and resale card completely and submit both items along with membership fees to LAFDBP, 766 Wall Street, Los Angeles, CA 90014. Allow seven days for your application to be processed before picking up your badges.

Remember to attach a copy of your California Board of Equalization Resale Certificate or the processing of your application will be delayed. Your badges may be picked up either at the entrance to the Los Angeles Flower Market (Monday, Wednesday, or Friday, from 2:00 a.m. to 8:00 a.m.) or any other time before 12:00 noon at our office.

Thank you for your continued support!
L.A. Flower District Association /Badge Program

1. Business Owner’s Name: (Print Clearly) ___________________________________________________________________________

2. Home Address: _______________________________________________________________________________________________
   City _________________________________________________________________________ State  ________  Zip ______________

3. Home Telephone ___________________________________________________________ Fax # __________________________

4. Business Name _______________________________________________________________________________________________

5. Business Address _____________________________________________________________________________________________
   City _________________________________________________________________________ State  ________  Zip ______________

6. Business Telephone ___________________________________________________________ Fax # __________________________

7. E-Mail Address _______________________________________________________________________________________________

8. Type of Business:
   □ Retail Florist  □ Wholesale Florist  □ Interior Decorator  □ Caterer  □ Other (specify): _____________________________

9. Resale Certificate Number from California State Board of Equalization:
____________________________________________________________________________________________________________

   Note: Your membership will not be processed and there will be NO cash refunds or credit in the event the California State Board of Equalization reports back that your Resale Number as Invalid or Closed.

10. Signature of Applicant _________________________________________________________________________________________

11. Names of individuals as you want them to appear on your badges (optional):

   Badge 1.  _________________________________ Badge 4.  _____________________________________________

   Badge 2.  _________________________________ Badge 5.  _____________________________________________

   Badge 3.  _________________________________ Badge 6.  _____________________________________________

   Please check □ membership period:

   □ $30.00 - 1 Year Membership (Year 2014 only)  □ $50.00 - 2 Year Membership (Year 2014 and 2015)

   Fee Amount Enclosed: $ __________________  Date: ________________  □ Check □ Money Order □ Cash

   Please make checks payable to: LAFDA. Enclose: (1) photocopy of your California State Board of Equalization Resale Certificate,
   (2) completed application and resale card, (3) payment.

   Mail documents to: Los Angeles Flower District Badge Program, 766 Wall Street, Los Angeles, CA 90014
   Please allow 7 days for your application to be processed before picking up your badges. Note: Badges will not be mailed out.

Important notice from the State Board of Equalization concerning purchases “for resale.”

Misuse of Resale Certificates

One of the rights granted to holders of seller’s permits is the authority to issue resale certificates for merchandise they intend to resell. The permit is
NOT a “Buyer’s” license to purchase property at wholesale for personal or business use, to decorate one’s home. Such misuse of a resale certificate
for the purpose of evading payment of the sales or use tax or for personal gain constitutes a violation of the law. Those persons who are found to
have made illegal use of their permits may be subject to one or more of the following penalties:

   1. Criminal prosecution. This could lead to a fine up to $5,000, imprisonment up to one year, for each offense.
   2. A minimum penalty of $500 or 10% of the amount of tax due, whichever is more, for each misuse.
   3. A 25% penalty for fraud, or intent to evade the tax, on all unreported tax liability.
   4. Revocation of the seller’s permit.

   BT-519 Rev. 2 (8-84) (CPPM 265.040) State Board of Equalization
it’s love at first site!

Get everything you need online in no time.

CONTAINERS  FLOWERS  SUPPLIES

With instant access to a huge selection of Teleflora containers, farm-direct flowers and supplies, it’s easy to love our new one-stop online shop. Sign on to MyTeleflora.com and experience theMARKET today!

Shop themarket.myteleflora.com
GOING GREEN

New options for how to get your digital issue
Three ways to join our e-mail list

2. Text FLOWER to 42828
3. Scan QR Code