



The Illinois State Florists Association

presents its

1999 Convention

March 12-14 at the

Holiday Inn,

Decatur, Illinois

Exhibitors contact

Bill Blythe,

(815) 434-ISFA

Eldorado Trading Corporation

Sample our lineup of fresh cut flowers at excellent values
1-800-327-7089
1-305-593-0359

MING FERN

Sprenger, Tree Fern and Exotics
 Dennis R. Byrd Femeries
 904-749-2178
 FAX 904-749-0745

Flowers & The Times

By
Lila Di Canio



Amazing-but-true dept.: If you were at FloraWorld 99, perhaps you saw Dinihanian's (Beaverton, OR) wreath on display at the VITA Products (Chandler, AZ) booth. The wreath had been dipped in Vita Christmas Tree & Wreath Preservative in October, 1998, and when viewed in January, 1999, was supple, and fresh and green and totally unbelievable! Let us know, please, how long it remained that way!

Same show...is it true that the show emptied when word spread the day that Paul McCartney (we all know who he is, right?) was at Atlanta's Apparel Mart for his daughter Stella's new line of clothing? C'est vrai?

Very interesting item in a recent issue of *American Airlines' American Way*, and we quote: "Sweetheart Of A Deal" - One dozen red roses: \$75. One-pound box of Godiva chocolates: \$45. One bottle of champagne: \$50. Dinner for two at the city's finest restaurant: \$200. A memorable Valentine's Day spent with your beloved: Priceless - or at least it had better be." (Note: they never do mention *which* city all this is taking place in.)

The article continues: "When dealing with this holiday of the heart, it's best not to mess it up. So, this year, forget about buying chocolates and roses and making dinner reservations yourself." And what follows is a lovely suggestion that you

take your Valentine to the **ing Four Seasons Resort a Club** outside Dallas where you can order three different packages for \$390 a couple, or \$270 or \$1,000. Interesting enough, it is the \$1,000 package that includes a dozen roses (Note: Doncha think that's little extreme?)

Hardly seems possible that Lou Brand (The **Job Henry Company, Lansing MI**) recently celebrated years of service with the company. Lou began his illustrious (no pun intended) career as the firm's first art director and became CEO and Chairman of the Board. He will continue as Chairman of the Board. Wayto go, Lou!

So far so good...we have heard from **Roses Inc.'s J Stawarz** that brother Jerry at this writing, in remission. Plus the overwhelming medical bills, thanks to the industry generosity, have been paid full. Good news, indeed. Keep on truckin', Jerry!

How many of you know about the sensational program **AIFD** has been involved since 1993? We're talking about "Blooms Over" The program dispenses the wonderful flowers left at the end of the annual AIFD Symposium to the hospitals, etc., the host city. The idea was the brainchild of Kirk Pamp AAF, AIFD, PFCI, which



Chicago
 Distribution Center
 1311 West Randolph Street

Minneapolis
 Distribution Center
 7400 Bush Lake Road

memo from the

Times

from the desk of
Lila DiCanio

December 11, 1996

Dear Bill & Kay:

Thank you for the box of goodies that arrived
the other day. We have dispensed it with rave
reviews based on our experience last Christmas!
Our tree actually sprouted!

Hope your holidays are happy and our best wishes
for a Healthy, Happy, and Prosperous New Year!

See you at the shows!

Tom, Lila, & Barbara

PAGE 01

FNT

12/11/1996 11:30 8474410308



Floral & Nursery Times

P.O. Box 8470, Northfield, IL 60093
Street Address: 436 W. Frontage Road, Northfield, IL 60093
(847) 441-0300 FAX (847) 441-0308