Inside Tips for Shopping at the Flower Market

Story begins on page 4

Memorial Flower Trends: A Celebration of Life in Flowers

See Page 6
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INSIDE TIPS
FOR SHOPPING AT THE
FLOWER MARKET

By Peggi Ridgway

Now we know why floral designers and florists say they 'love' to shop at the Original Los Angeles Flower Market. In our research for this story, we walked the aisles of the Market and quickly found friendly faces and helpful tips. Here, the vendors share their tips for shopping the Flower Market like a pro.

Before you shop

Budget your time and your money. Plan ahead, know exactly what you want to buy, including your colors. If you’re trying to match a photo of a celebrity wedding bouquet, don’t expect to do it for $25. Set a realistic budget.

This is a wholesale market, so plan to purchase in bulk. (You can buy single stems at a retail floral shop.)

Be aware that what you want may or may not be in season and available.

Arrive early, the earlier the better. As a professional florist or designer and a badge-holding member of the Los Angeles Flower District (only $60/year), arrive well before 8 a.m. for wholesale pricing and best quality. (The Market opens to the public at 8 a.m.) (Are you a reseller who needs a badge? See www.LAFlowerDistrict.com)

(Wholesale opening: Monday, Wednesday and Friday – 2 a.m.; Tuesday, Thursday and Saturday – 6 a.m.)

As you shop

Avail yourself of rolling carts, available in the parking structure. If you’re not sure where to find a cart, just ask a security or badge employee. If you have a large bundle, some vendors will let you store it on an empty shelf for later pickup. Don’t store flowers in your car or damage them by carrying them for the entire shopping trip.

Ask questions. Vendors are happy to tell you where the product was grown, when it was harvested, what products are coming in soon, and a host of other details about pricing, inventory and more. If you have a botanical name, ask for the common name.

Stems should be unbroken, firm and clean with no discoloration (which indicates bacteria) or slime.

Choose flowers with buds just beginning to open (except for gerberas), as they will continue to open if cared for properly, and will bloom at the optimal time.

The ends of the stems should be straight, not curled or split, which may indicate they are not fresh.

Purchase tulips when they are fully closed, with the color visible at the top but green at the bottom.

Avoid flowers with loose pollen or seeds inside their blooms. They may be past their peak.

Leaves should be strong, healthy and green. Pass on those with sagging leaves, or leaves that are brown, yellow or blotchy. (This is especially important for chrysanthemums and lilies.)

Beware of signs of bacteria or insect infestation: Stems curled, split or slimy; leaves with holes or spots; murky water in the container.

After you shop

Un-package and process your fresh products right away. Remove excess leaves, cut the stems and place in ultraclean buckets with clean water. Keep the flowers in a cool, dimly lit area away from sun and heat.
Angelito Garcia, Kimura Plus:
“Every day we have different flowers; so come often! Today we have dahlias and phalaenopsis, cut from plants at the farm. Tomorrow, something new.”

Vincent Gonzales, Cal Pom Pons:
“Don’t drip water on the roses, as they will rot. A good shopper is respectful of the flowers, whether buying them or not. Don’t finger them or brush against them. Be respectful.”

Alice Khosravian, Vases by Robert:
“Prepare your budget ahead of time. Figure it out. How many tables? How much can you spend altogether? How much can you spend on each item?”

Junior Gonzalez, Gonzalez & Sons:
“Newer florists and students come with names and pictures, but not all of our employees know the botanical names. So we work with the customer to learn what they really want.

Choice Flowers
Joon and Lindsey Park of Choice Flowers say those who shop for “cheap” flowers are missing out. Quality is more important.

Jin Lee, Mellano & Company:
“In summer 2014, California-grown flower availability was low due to the heat and weather. So come early to get the best… Also, buy from the vendor who specializes in what you want.”

Gary Valle, Valle Wholesale:
“Always do a full walk-around in the Market and get the prices and look at the quality. Check both the bottoms and tops of the roses and ask when they came in.”

Mimi, at Ted’s Everygreens:
“I always begin by asking the customer what they are looking for – a plant? An arrangement? Most customers are “smart and come with pictures. They just want to know what’s in season.”

Balloons Away
Balloons Away offers a wide variety of balloons for all occasions.
In the United States, many are choosing to recognize the death of a loved one by foregoing traditional church and funeral home services. As a result, requests for memorial flowers are changing, too. Many baby boomers are planning their funerals in advance with the focus toward a celebration of the life they lived.

**Burial Options Generate Alternatives to Floral Design**

According to the National Funeral Directors Association, cremation accounted for over 43 percent of all funerals in 2012, compared to 33 percent in 2006. Cremation is expected to continue to rise as an alternative choice to burial. Traditional casket sprays are being replaced with more standing wreaths in shapes like hearts, diamonds and custom designs that reflect the personality and interests of the deceased. There is a growing desire for “green funerals” which use recycled paper products and locally grown flowers designed without wire or floral foam.

**Burial at Sea Flowers**

With cremation on the rise, many also choose burial at sea. Captain Stu Coleman of Marina del Rey's Admiralty Sailing, who offers burial-at-sea services, suggests, "White flowers with soft stems, like carnations, daisies and lilies, are a great choice. Rose petals are nice to scatter, but thorny stems shouldn't have a chance to wash up on the beach."

**Social Media**

Just as social media sites like Pinterest have increased...
Over half the requests we receive for memorial flowers are for custom floral designs that reflect a person’s passion during life whether it was for a sports team, alma mater or hobby such as fishing or golfing. This blue and yellow design was for a UCLA graduate memorial.

Awareness of trends in wedding flowers, many look for ideas on social media sites for unique floral designs for memorial services. For example, a service for an aviation enthusiast may feature flowers in the shape of an airplane. A former gardener’s passion may be celebrated at her memorial with a wreath of fresh vegetables accented with flowers.

More Colors

While white is still a dominant theme for funeral flowers, color also stands out in custom requests. Recently, we created a design that was full of colorful tropical flowers, which reflected the person’s love of all things tropical.

Whether for a traditional or innovative services, choices abound for themes, colors and designs to truly celebrate the life of the loved one.

Kit Wertz is a professional floral designer, photojournalist, marketing expert, graphic designer, certified Project Management Professional, Flower District tour guide and television personality. She co-owns Flower Duet, Torrance, CA, with her sister, Casey Schwartz.

Notecards They’ll Notice

- 4 x 5” floral themed notecards with a blank inside
- Great gift item for your flower shop

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www.MyFloralNotecards.com • peg@wordpix.com
A little division of Wordpix, producer of the Bloomin’ News.
The annual convention of the California State Floral Association, held in Riverside, CA at Mayesh Wholesale Florist Inc., attracted many florists, designers and students in October 2014.

Saturday offered workshops by Darlene Montgomery CCF, Rene van Rems AIFD CCF PFCI, Lee Burcher AIFD CCF CFD PFCI, Anthony Alverez AIFD CCF EMC and Sandy Lesnewsky, teaching leaf treatments, European high style design, vintage chic bridal design, competing, and designing something “different”. The California Certified Florists exam was given throughout the day.

This event marked the tenth year for the CSFA Student Design Competition, sponsored by California Association of Flower Growers & Shippers. First place student winner was Sandi Nelson of Mission College, followed by Morena Sanchez de Damian of Long Beach City College; Ahou Shams Gowans of Mission College; and the People’s Choice Award winner Mayra Yasmin Gudiel of Long Beach City College.

On Sunday, the Top Ten Competition, sponsored by California Cut Flower Commission, was won by Karen Kroemer-Spiess of Karen’s Floral Artistry. Second was Lisa Casazza of Foster City; Third was Barbara Rodriguez of Mission College. Signey Heffner of Jasmine Creek Florist and Mission Hills Florist won the People’s Choice Award.

In other Calif Flora news, Carl and Lu-Ann Schwab CCF, of Blooms & Bears Florist and Gifts, Irvine, were honored for their service, leadership and contributions to the floral industry, particularly to CSFA. The New Varieties winner was the Houdini Garden Rose from Green Valley Floral. Guest designer John Hosek AIFD PFCI CF CAFA, Teleflora Education Specialist, presented a design show. And the event included a business trade expo.
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Resendiz Brothers Featured on Sunset Cover

The December 2014 issue of the prestigious *Sunset* magazine featured Southern California’s Resendiz Brothers’ Protea Wreath on its cover. Kasey Cronquist, CEO, California Cut Flower Commission, says, “Mel’s story represents an important and growing trend towards supporting local flower farmers … (This) is a big deal.” CCFC followed up the story by gifting ten of the protea wreaths to drawing winners.

Mellano Launches Online Ordering

Now you can order flowers and greens online from Mellano & Company using Mellano’s new website at Mellanofarmdirect.com. Introduced in early November, Mellano’s vice president for development and marketing Bruce Brady says the online facility gives “our customers a new way to buy flowers that saves time and money and brings the freshest flowers directly to them.”

Pair flowers with balloons from Balloons Away, a tenant at the Original Los Angeles Flower Market.

A Valentine Just For . . . Me

The Retail Advertising and Marketing Association’s 2014 Valentine’s Day Consumer Intentions and Actions Survey found that the average expenditure for a Valentine’s Day gift was $116.21 and that Flowers were the second most popular gift (34.3 percent), with candy first (47.5 percent). Cards, jewelry, dining out, clothing and gift cards followed. **Fourteen percent of the flowers purchased for the occasion were purchased by women, for themselves.**

Here’s a valentine for you: Offer a discount for flowers delivered the day before.

What Have You Planned for March 8 (Women’s Day)?

International Women’s Day, observed on March 8, celebrates the achievements of women around the world. Dating back to 1908, the occasion is an official holiday in 28 countries, celebrated in more than 100 countries and is becoming more popular each year in the U.S.

Promotions are a key to seeing a rise in sales around this date, says Lane DeVries, president of Sun Valley Floral Farms in Arcata and a director with SAF. DeVries’ promotions were the catalyst for initiating Women’s Day awareness in the floral industry in 2012 when they began offering in-store Women’s Day materials to mass market retailers. In 2014 they partnered with supermarket chains.

A Priceless Gift

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**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
Don’t be left behind on the Women’s Day promotions train. Want ideas for promotions? See Facebook and Twitter for resources: Internationalwomensday.

World Floral Expo Comes to L.A. in March

Southern Californians are privileged to have the annual World Floral Expo right here on our doorstep, March 11-13 at the Los Angeles Convention Center, West Hall B. Featuring the trade booths and displays of hundreds of flower growers, transporters, and suppliers from around the world, the event is expected to attract a large number of California growers this year due to its Los Angeles venue. A perfect chance to get acquainted with the California flower industry and visit with your current suppliers as well. See Worldfloralexpo.com for more.

CSFA Secures Large Grant

California State Floral Association has received a 2014 Specialty Crop Block Grant Program award in the amount of $396,000 for its “Random Acts of Flowers – Getting Social” grant proposal. Executive vice president Ann Quinn says the goal “is to increase sales of California grown flowers by turning moderate flower purchasers into heavy users who purchase fresh flowers at least once a week.” The program will connect consumers to farmers through social media.

Nominate Someone for An SAF Award

The Society of American Florists invites nominations (by February 1) of floral industry members for their significant contributions and achievements: Floriculture Hall of Fame, Paul Ecke Jr Award, Gold Medal Award, John H Walker Award, Alex Laurie Award for Research and Education, Century Award, the Tommy Bright Award; and the American Academy of Floriculture and Professional Floral Communicators – International credentials. Visit SAFnow.org/awards or call 800 336-4743, x.234.

Gloeckner Invites Grant Proposals

The Fred C. Gloeckner Foundation invites proposals for research and educational projects’ grants in floriculture and related fields, at universities, colleges and research institutions, by April 1. Visit Gloeckner-foundation.org or call 914 698-2300.

Continued on page 12
THE BLOOMIN’ NEWS 12 WINTER 2015

POTPOURRI

Fields and Fields of Flowers
March 1st heralds the opening of The Flower Fields in Carlsbad, California. To explore this colorful spectacle is true enjoyment and you can repeat it weekly by taking in weekend events. From Kids’ Day to Bluegrass to the Canon Photography Workshop to a Mother’s Day celebration, along with artists’ tents, a full garden center and, of course, the gorgeous ranunculus, this is the place. See events on page 15 or visit Theflowerfields.com.

Endowment Scholarship Available
The American Floral Endowment invites applications for the Paul Ecke Jr MS/PhD Scholarship Program. Qualified candidates will be in process of completing a BS or MS degree in horticulture or a related field with intention of pursuing an MS or PhD degree. See Endowment.org or FB.com/americanfloralendowment.

Flower District Launches New Website & Logo
Enjoy a gallery of flowers, greens/fillers and potted plants on the newly designed website of the Los Angeles Flower District. In addition to business hours, maps, directions and history, the new site offers floriography and anniversary traditions, information about California floral associations, flower availability and a season and holiday calendar. It also displays the District’s new logo, designed by Michael D. Wheary of Calypso Concepts. Visit soon: LAFlowerDistrict.com.

Dear Florist: Let’s Visit Washington
Here’s your chance to be impressed by the spectacular architecture and monuments while making your own impression on our country’s legislature: Join the Congressional Action Days (CAD) group, sponsored by the Society of American Florists, March 9-10. This unique annual event is a chance to meet in person with people who can make a difference in the floral industry. See SAFnow.org.

Mellano Opens Santa Ana Facility
Mellano & Company and Floral Supply Syndicate held a well-attended grand opening in late September for a new wholesale location at 1605 E. McFadden Avenue in Santa Ana. The launch event featured design demos, giveaways and special deals.

Teleflora Launches Event Manager Software
Teleflora’s groundbreaking Event Manager software arrived in November and is included automatically on all Dove POS Enterprise and Dove POS Pro point-of-sale systems. Event Manager schedules and manages special events hosted by florist shops. The user can
set up tasks, consultations and proposals on an event calendar. It removes the hassle from invoicing and order fulfillment, provides professionally designed proposals and consultation notes and can set up custom reminders, task lists and Role Checklists. Check it out: Teleflora.com.

American Grown Brand Seen in Abundance at PMA Show
The Produce Marketing Association’s Fresh Summit, held in Anaheim last October, featured its first large-scale rollout of the American Grown brand. The logo and branding was visible throughout the event in farmers’ booths and a booth promoting the brand. In addition, a coalition of certified American Grown flower farmers placed ads in Produce News and Floral Business, encouraging retailers and designers to buy and promote Certified American Grown flowers.

New Law Makes Farmers Market Vendors Truthful
As of January 1, 2015, the state will have more funding available for inspectors to check out the vendors at area farmers’ markets, to make sure they actually grow what they sell. Shoppers can have more confidence that the flower and vegetable vendors are who they say they are. Growers are required to post conspicuous signs with the name and location of their farm and the statement, “We grow what we sell.”

Floral Designers Judge Rose Parade
Los Angeles area floral designer Eddie Zaratsian, AIFD, creative director for Tic-Tock Couture Florals and Eddie Zaratsian Custom Florals and Lifestyle, along with Steven Wood Schmader, CFEE, President CEO of the International Festivals & Events Association and Els Hazenberg, AIFD AAF, were the prestigious judging team for the January 1, 2015 Tournament of Roses Parade, with the theme “Inspiring Stories.” Hazenberg is well known to Tournament staff, as she and her husband, both from Holland, decorated the antique cars in which tournament officials rode for some three decades, until their retirement in 2007. Zaratsian is a popular designer for Hollywood’s biggest names and events.
Kudos to Amy Marella, (see our Summer 2013 issue) of Hidden Garden in West Los Angeles, who has launched Fleurish, a flower bar, in Brentwood. Co-founded by Amy Marella, Allyson Aron and Alex Frost, Fleurish lets the customers be the “fleurists” as they select, pick and arrange their own bouquets.

Chef Varouj Kachichian made a special appearance at The Wall Farmers Market in September, demonstrating his tips and tricks for nutritious foods, at the Original Los Angeles Flower Market. We hear The Wall has become a popular Saturday destination!

Tom Simmons AIFD PFCI gave a fascinating Teleflora “Everyday Elegance” floral design show in Tulsa, OK, recently, at Greenleaf Wholesale Florist. Tom, who called Alstroemeria the “Carnation of the 21st century,” is shown here with long-time Tulsa florist Mary Lee Evans AIFD.

Phil Rulloda AIFD AAF PFCI and Cathy Hillen-Rulloda AIFD AAF PFCI were stars of the show at the grand opening of the Santa Ana store for Mellano & Company and Floral Supply Syndicate. Gerry Toh AIFD was the featured designer at the same Santa Ana location for “A Season to Savor,” sponsored by the Southwest chapter of AIFD.

Alan Alcana, of LA Premier Florist in Beverly Hills and AAA Florist in San Bernardino, has started a sunflower growing business in Redlands, working with local growers.

Joe Ortiz of Joseph & Sons Inc., a family-owned farm in Santa Paula, was featured on an episode of “The California Grown Experience” with floral expert J Schwanke, sponsored by CCFC.

We are encouraged that leaders of the U.S. floral industry met in a roundtable event during the Wholesale Florist and Florist Supplier Association’s annual conference in October. The event was held specifically to discuss “how to grow the U.S. floral market.”

On a university campus, students looking for gifts for birthdays and other special occasions can find lots of balloons, cards, stuffed animals and candy. On the flip side, finding a flower vendor is a challenge, according to Heiner Lieth, Professor, Plant Sciences, University of California, Davis.

Lieth designed a course, “Flower Power: The Application of the Art and Science of the Beauty and Perfection of Flowers,” to teach college students how to use flowers to their advantage and expose them to the floral industry.

Starting as a seminar with fifteen students, it grew to a regular course with more than 100 enrolled students each quarter. Amy Stewart’s “Flower Confidential” is required reading, and Lieth provides virtual field trips, slide shows and lectures on flower breeding, ornamental production and floral industry issues and small flower arranging workshops, using flowers donated by local growers.

The students and Lieth agree that there is a need for flower vendors and flower promotions on campus; flower arrangements in campus grocery stores and at campus events; that students are prone to impulse buying on their return trips to their rooms; they have financial constraints; they only want long-lasting flowers; and finally, they want flowers for themselves as much as for others.

Professor Lieth adds that many students believe cut flowers only last a couple of days, a notion that would be dispelled with proper marketing. Marketing should be tailored to college students and make them feel special.

“It is my sense that the industry is totally failing the flower consumers of tomorrow,” Lieth says. Only if you market to them while they are students can you expect them to become your customers as adults.

Adapted from The Cut Flower Quarterly
Check our website OriginalLAFlowermarket.com for Market shopping hours, parking info and more.

Our calendar listings help you tie your business promotions to special events and observances.

**JANUARY**

Mentoring Month

1 New Year’s Day
   Tournament of Roses Parade, Pasadena.

3, 10, 17, 24, 31 “The Wall” Farmers Market at the Original Los Angeles Flower Market, on Wall Street between 7th and 8th streets; 9 a.m. to 2 p.m. each Saturday.

10 – 11 Bride World Expo, Los Angeles Convention Center, 1201 S. Figueroa, West Hall B. Open to the public.

19 Martin Luther King Jr Day

25 “Winter White Beach Flowers” design class, 1-3 pm at South Coast Botanic Garden in Palos Verdes Peninsula. Led by Flower Duet designers. $75. Register with Guest Services, 310 544-1948.

31 Start of weekly multi-level floral design classes at Golden West College, Huntington Beach. Apply at Goldenwestcollege.edu. (Note: This college sponsors a Student chapter of AIFD.)

**MARCH**

Women’s History Month

1 “Extreme Wedding Challenge” full-day workshop, National Orange Show and Event Center, San Bernardino; by AIFD SouthWest Chapter. Contact Gerard Toh AIFD CFD, gtoh@sbcglobal.net.

The spectacular and colorful Flower Fields, Carlsbad (Palomar Road exit), will open to the public around March 1. Blooms continue until May 10. Hours: 7 days a week, 9 a.m. to 6 p.m.

7, 14, 21, 28 “The Wall” Farmers Market at the Original Los Angeles Flower Market, on Wall Street between 7th and 8th streets; 9 a.m. to 2 p.m. each Saturday.

8 Daylight Saving Time begins

Women’s Day - celebrating amazing women. See article in our “Potpourri” section.


11 – 13 World Floral Expo, international flower grower/supplier expo, Los Angeles Convention Center, 1201 S. Figueroa, West Hall B. Open to the public.

15 “Spring Ranunculus” design class, 1-3 pm at South Coast Botanic Garden in Palos Verdes Peninsula. Led by Flower Duet designers. $75. Register with Guest Services, 310 544-1948.

16 – 20 American Chocolate Week

17 St. Patrick’s Day

21 Spring adult and kids floral design classes at The Huntington Library, San Marino, led by Flower Duet designers. See Continuing Education at Thehuntington.org.

29 Kids’ Day at The Flower Fields, featuring Ronald McDonald. I-5 South to Carlsbad, exit Palomar Airport Road east, left at Paseo Del Norte.

29 Palm Sunday

**FEBRUARY**

American Heart Month

1 Super Bowl Sunday

2 Groundhog Day

7, 14, 21, 28 “The Wall” Farmers Market at the Original Los Angeles Flower Market, on Wall Street between 7th and 8th streets; 9 a.m. to 2 p.m. each Saturday.

13 – 22 Riverside County Fair & National Date Festival, Riverside County Fairgrounds, 46350 Arabia St, Indio, CA

14 Valentine’s Day

16 Presidents’ Day

17 Mardi Gras begins

18 Ash Wednesday, beginning of Lenten season

22 Academy Awards, Dolby Theatre, Hollywood


**APRIL**

1 Easter Sunday

April 5 Easter Sunday


**SAVE THE DATE**

September 9 – 12 SAF Annual Convention, Amelia Island, FL. SAFnow.org.
Fall in Love with Flowers from the Original Los Angeles Flower Market
754 Wall Street, Los Angeles, CA 90014 / Visit us at www.OriginalLAFlowerMarket.com

Wall Street Merchants of the Los Angeles Flower Market
Street map above

A. Lee’s Orchids ............... 213 627.8880
B. Paul Ecke Poinsettias ....... 213 622.8667
  December Only
C. CasaBlanca Wholesale ....... 213 488.3231
D. See detail (above right)
E. Mellano & Company ........ 213 622.0796
  Full Service
F. Mellano & Company
  Wholesale Florist ........... 213 622.0796
  Full Service
G. Mellano & Company
  Floral Supplies ............. 213 622.0796
H. BNB Floral Supply ........... 213 623.0063
  Floral Supplies
I. Shibata Floral Company ...... 213 995.1299
  Floral Supplies
K. Floral Supply Syndicate .... 213 624.3982
  Floral Supplies
L. Moskatei’s, Inc. ............ 213 689.4650
  Floral Supplies
M. Stamis Wholesale .......... 213 622.6770
  Floral Supplies
N. Floral Prop Rental .......... 213 622.1700
  Floral Supplies
O. Chris Flowers Full Service .... 213 488.1797
  Jay’s Plants .................. 213 612.0353
P. LA Flower District
  Association (Badge) ....... 213 627.3696
Q. Décor Center .............. 213 629.6949

Where Good Ideas Are Always In Bloom
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 $40 for a 1-year membership (Year 2015) or $60 for a 2-year membership (Years 2015 & 2016). The membership fees include two (2) membership badges. Extra badges are available anytime for $3.00 each. 2015 membership badges will expire on January 1, 2016 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 current 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 _____________________________________________________________________________________________

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 is 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:

☐ $40.00 – 1-Year Membership (Year 2015 only)  ☐ $60.00 – 2-Year Membership (Years 2015 and 2016)

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
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