Carson’s Last Minute Florist is Love of Owners’ Lives

Story begins on page 4

Make a Heart for Valentine’s Day Designs

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Doug Mayes’ durable corrugated box is now a common fixture for florists everywhere.
Where Good Ideas are Always in Bloom

The Original Los Angeles Flower Market

Wall St. & San Julian St.
Merchants
Street map above

Vendors in The Original Los Angeles Flower Market of the American Florists Exchange, Ltd.

1 JC Grand Tree Inc. ................. 213 833.0002
Orchids & Cymbidiums
3 Imported Flowers from Paradise, Inc. .......... 626.383.1367
Miscellaneous Cut Flowers
4 Dan Stamis, Inc. .................. 213 622.6770
Greens
5 Blossom Valley ..................... 213 891.9320
Roses
6 G.M. Floral ....................... 213 489.7050
Full Service
7 & 7B Dayro's Wholesale .............. 213 623.5177
Roses & Cut Flowers
7A Flower Salad ..................... 213 624.4866
Miscellaneous Cut Flowers, Greens
8 Designer Direct Showcase ....... 213 488.9765
Floral Supplies
10 Tommy's Flower & Vase Land .......... 213 622.1205
Floral Supply
11 Eliseo's Wholesale ................. 213 627.4898
Miscellaneous Cut Flowers
12A & 13A Kimura Plus .............. 213 488.1620
Orchids
12B - 13B Beth Madisson Flowers ...... 626 512.4085
Miscellaneous Cut Flowers
14 Choice America Flower Wholesale ........... 213 489.8377
Miscellaneous & Exotic Flowers
15 - 17 Julia's Wholesale Flowers ....... 213 891.1514
Roses & Cut Flowers
18 Zavala Wholesale Flowers .......... 213 488.0085
20 Wall Street Floral .................. 213 304.8933
23, 33 - 34 Mellano & Company ........ 213 622.0796
Full Service
24 Valle Wholesale Flowers .......... 213 688.8810
Full Service
26 Gonzalez & Sons Wholesale Flowers .......... 213 627.7678
Miscellaneous Cut Flowers
27 C & K Wholesale ................. 213 327.0313
Vases & Ceramics
28 - 29B Ted's Evergreens .......... 213 624.1524
Greens
29A - 30 Vases by Robert ............. 818 434.1512
Vases
31 Balloons Away ..................... 213 683.8819
Balloons
32A Gilbert Wholesale Flowers ............ 213 689.9564
Miscellaneous Cut Flowers
32B A Ruiz Wholesale Flowers .......... 213 622.3695
Exotic Cut Flowers
36 - 38 Tropical USA ................ 213 614.1915
Exotic Cut Flowers
39 Tommy's Flower & Vase Land ........... 213 688.8810
Floral Supply
40 S.O.S Wholesale Flower Market .......... 213 896.0322
Miscellaneous Cut Flowers
41 Growers Direct Flowers, Inc. .......... 213 688.8855
Cut Flowers
44 Paradise Garden Wholesale Flowers .......... 213 488.5144
Full Service
45 Orchids Oasis ..................... 213 627.3805
Orchids
50 Martin Sanchez .................... 213 629.4154
Fruit, Candy & Stuffed Animals

Hours:
Trade-Only Hours: Mon, Wed & Fri 2am - 8am, Tue & Thurs 5am - 6am, Sat Public, Sun Closed
Public Hours: (32 admission weekdays; 31 on Saturday) Mon, Wed & Fri 8am - 12pm, Tue & Thurs 6am - 11am, Sat 6am - 2pm, Sun Closed
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(see left column)

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As a retail florist or floral designer, you’ve probably worked with Doug Mayes’ invention for a long time without realizing its true source. In 1993, Doug designed a cardboard box that secures and supports flowers and vases of various sizes as they are moved and transported.

It’s a simple but strong contraption that has made life easier for us all. Doug’s years of experience in the corrugated industry inspired him to fashion the corrugated floral carrier. After printing 5,000 in English and Spanish, he successfully distributed them through Certified Floral Supply (now Shibata Floral Supply). With the product on the market through only one distributor, Doug turned his attention to his floral business; and eventually the carrier appeared on the general market without labeling. It is now distributed through multiple suppliers in the Los Angeles market.

“It makes me feel great knowing I made a positive contribution to the industry I love,” he says.

Customer needs flowers “now”!

The urgent nature of many customers’ orders led Doug’s wife Evelyn to name their floral shop, “Last Minute Florist,” after purchasing it in the late 1990s. The shop, called Miss Corrine’s Flowers, was originally owned by Frank Stark. The couple could easily manage the business and handle hurry-up orders without pushing any panic buttons. “Last Min-
Doug and Evelyn Mayes are mentoring their daughter Terry Bentley in the business.

Phil Rulloda, left, one of several renowned floral designers Doug and his wife looked to for training.

The couple has taken college classes from the best in the business. Business and management classes at El Camino College and Compton College helped prepare them for the behind-the-counter shop operation. Doug and Evelyn both have been ongoing students of Phil Rulloda’s Southern California School of Floral Design, a licensed vocational trade school in Anaheim, and Cathy Rulloda’s Avante Gardens shop, where they excelled in their training with the renowned designer and instructor.

“It was like a new world opened up to us,” recalls Doug, who went on to win “People’s Choice” award at California State Floral Association’s “LA Fleur” show in the early 2000s and later that year, to qualify for CSFA’s “Top Ten” competition.

Doug’s training also includes classes with Silverio Casabar, the acclaimed Palm Springs designer who died in 2010, an experience of which most designers can only dream. Floral designer Angela Lizana helps get the orders filled; and son Darius Mayes delivers many of them.

Doug is pleased that his customers represent all areas of life and business, among them are the L.A. Galaxy soccer team, a local radio station, community and event center and lots of weddings. “We are pretty blessed to be a small shop with great clients,” he tells us.

He’s grateful for the prayers and well wishes extended while he underwent surgery for prostate cancer in 2015, from family and friends. In the meantime, throughout these 22 years, the little cardboard flower carrier has become the best-selling carrier in the industry. Thank you, Doug Mayes.
In Memoriam: Yoshimi Shibata

Yoshimi “Shimi” Shibata died peacefully on October 31, 2015 with his family around him. Shibata had a distinguished and fulfilling career in the flower industry. Formerly president of Mt. Eden Floral Company, he loved the flower business. The family helped Shimi celebrate his 100th birthday in May.

Rob Shibata is WF&FSA President

Rob Shibata, president of Mt. Eden Floral Supply in San Jose, recently assumed the role of president of the Wholesale Florist & Florist Supplier Association.

Tony Ortiz Selected for Leadership Program

Tony Ortiz, of Joseph & Sons, has been selected as one of only 24 people in California for an intense seventeen-month leadership development program for California Agriculture. The program is underwritten by individual and industry donations and is seen as a premier leadership development program in the U.S.

PMA Spotlights Floral

The 2015 Produce Marketing Association’s Fresh Summit International Convention and Exposition held in Atlanta, GA in October was well represented by the floral community. CEO Bryan Silbermann said the number of floral members has doubled in the last five years. At the Floral Networking Reception, the 2015 Floral Marketer of the Year award was presented to Bonnie Armellini of The Gems Group. Sam Ferrara, the 2014 award recipient, called Armellini a “supermarket flower pioneer.”

FSS Promotes Melendez

Floral Supply Syndicate has announced the promotion of Andres Melendez to Store Manager of the company’s Los Angeles location. Melendez has worked with FSS for thirteen years and previously served as store manager of FSS Seattle and Santa Ana locations and assistant manager in Los Angeles. As FSS’s lead designer, his tablescapes and centerpieces grace the annual FSS catalogs.

Robert Kitayama is Greenleaf President

Robert Kitayama, president of Kitayama Brothers, recently took the helm of Greenleaf Wholesale, a firm with locations in seven states.

CCFC Elects Commissioners

Benno Dobbe of Holland America Flowers, and Diana Roy of Resendiz Brothers Protea, were elected recently as commissioners of the California Cut Flower Commission. Roy has served three consecutive terms, most recently as finance chair and vice chair of the Executive Committee. Dobbe serves on the Governmental Affairs Committee and is active promoting the California Grown and American Grown brands.

Lin Schmale Honored

The Society of American Florists presented the John H. Walker Award to its own Lin Schmale, senior director of government relations, during the association’s convention in September in Florida. Schmale is known for her “tenacity and fearlessness as well as collaboration and kindness in fighting for the floral industry every day on Capitol Hill,” said Awards Committee member Robert Williams II AAF PFCI, of Smithers-Oasis North American Operations. He called her a “walking encyclopedia of the federal bureaucracy.”
Roses, Tulips, Alstroemeria, Gladiolus, Iris, Liatris, Lilies, Tulips, Pom Pon Chrysanthemum, Waxflowers and a Stunning Variety of the World’s Best from Around the Globe for Delivery to your Event or Shop in Any Location.
MAKE A HEART FOR VALENTINE’S DAY DESIGNS

Story and Photos by Kit Wertz

Add a little customized touch to flower designs for Valentine’s Day by creating a custom-sized decorative heart using sticks, wire, branches or grasses. These heart shapes can be made ahead of time in a variety of sizes to enhance a tall vase of a dozen roses or a tidy pave of small blooms. The Midollino sticks and wire hearts won’t spoil, so go ahead and start making early before the big Heart day is here!

These organically dyed rattan sticks from Oasis come in many colors including white, red, pink and purple which are perfect complements to Valentine’s Day designs. Soak the sticks for a minute to make them pliable.

1. Fold over twice to create to wide loops.

2. Twist ends together to secure.

3. Pinch bottom of heart to make at point. Secure ends to point with rubber band and place flat under a heavy object to dry. Drying takes 1-2 hours depending on humidity.

4. When dry, remove the rubber band until ready to place into an arrangement. Place the ends into the design and lay the heart shape on top of flowers as shown in main photo.

5. NOTE: Dye from sticks will color water so be aware if the sticks go inside a vase.
**Flat Oasis Aluminum Wire Heart**

The 3/8-inch Oasis Flat Wire adds a classy metallic accent to modern floral designs for a tall vase and is available in red, pink, purple and all classic metal colors. It’s a good idea to invest in some beading wire tools when working with this decorative wire. I like to use 4.5-inch long Round Nose pliers by BeadSmith to work my designs.

1. Decide how big your heart will be and cut off an appropriate length of wire.
2. Flatten the wire without crimping and gather the ends and curl with the pliers into a tight decorative base.
3. Crimp what will be the bottom of the heart with the pliers and turn around once to form a tight loop.
4. Pinch the top into a heart shape and crimp by turning with the pliers again.

**Grass Heart**

Use Lily Grass or Bear Grass for an organic grass heart addition to a vase design. For Lily Grass hearts, only two blades are needed to make a heart but with Bear Grass, it’s best to add a few more to each loop for added substance.

1. Start with two or more pieces of grass and cut to even lengths.
2. Bind the cut ends of the grass with a clear mini rubber band. (In the photo, I used a blue and white band to illustrate.)
3. Fold over lengths of grass and tuck tips into the rubber band.
4. Move rubber band up or down the length of the grass to change the size of the heart.
5. Secure the top part of the heart with “air tape” by stretching and twisting green floral tape to form a string that can be used to bind the heart together.

**Willow Heart**

Fresh Curly Willow is a wonderful option for an organic heart element in a vase design for Valentine’s and could be prepared up to a week ahead with proper conditioning and storage.

1. Bind six pieces of fresh short Curly Willow stems together with a rubber band.
2. Pull three ends down on either side and secure the tips into the rubber band.
3. Adjust the heart size and then add a decorative aluminum wire in pink, red or other color to bind the heart together and remove the rubber band.

**Kit Wertz** is a professional floral designer, photojournalist, marketing expert, graphic designer, certified Project Management Professional, Flower District tour guide and television personality. She and her sister Casey Schwartz own Flower Duet, Torrance, CA.
A Tournament of Roses First

For the first time in its 127-year history, the Tournament of Roses enjoyed the benefits of sponsorship for the Rose Bowl Game and related events. Northwestern Mutual, which sponsored a float, was “thrilled to also be the first-ever sponsor of America’s New Year Celebration,” said Conrad York, Northwestern Mutual vice president of marketing. The deal is part of a broader agreement with ESPN secured in 2014. The company will be the present ing sponsor annually.

Volunteer for AIFD 2016 Symposium

Our California floral industry won’t have far to travel for the American Institute of Floral Designers’ 2016 AIFD National Symposium. Titled “Inspiration!”, the Symposium is slated to take place July 3-7 in Anaheim. Locally, Lori Novak AIFD and Tom Simmons AIFD are organizing the event and seeking volunteer assistants. Novak, Symposium Coordinator, can be reached at fow corvilla@aol.com; and Program Coordinator Simmons can be reached at tomassimmons@gmail.com.

Urquhart Delivers Flowers

Carpinteria native Victoria Urquhart recently launched Bloom Floral & Foliage to deliver fresh weekly cut flower arrangements to local customers who subscribe to the service. “I really want to support the farmers,” she says. Urquhart also says she wants people to see the variety of flowers grown locally.” She is a third generation family flower farmer who vows to source her flowers from within a 30-mile radius. – Gina Potthoff of Noozhawk.com contributed this story.

WFE Returns to LA in March

The 2016 World Floral Expo will return to the LA Convention Center March 9-11, following the very successful 2015 event, which was the first time this international show appeared in California. California’s floral industry is delighted to have the WFE here again. Hundreds more varieties of commercial cut flowers can be displayed in Los Angeles than would be seen if the event were held in another state or abroad, since so many growers are here. Worldwide buyers have opportunities to tour flower farms and meet with California representatives. CalFlowers notes that the California Pavilion will also include distribution members. Events like WFE help grow U.S. consumption patterns. Find out more at CAFGS.org/world-floral-expo-2016.

BloomCheck Ready for Launch

The California Cut Flower Commission’s official third party certified sustainability certification program BloomCheck is ready for rollout. The result of a comprehensive study and two-year Specialty Crop Block Grant, the new brand was developed by CCFC’s Promotion Committee. BloomCheck certification will be certified by Protected Harvest, a third-party certifier and auditing company in Soquel, California. Farm reps are encouraged to login at SustainableFlowers.org to begin the self assessment process.

Mayesh Design Stars Shine

Seventeen amazing people entered the 2016 Mayesh Design Stars Contest and collected more than 2,000 votes. Winning the contest were Shawn Michael Foley and Jerome Raska AIFD AAF PFCI CF. Raska and Foley will be featured in a Mayesh video soon.

Flower Farming Story Now a Video

The husband-wife film-making team of Haejung Kim and Hyunsoo Moon has released a documentary film that tells the story of America’s flower farms and the state of the flower industry. Called “Field to Vase: Santa Cruz,” the film features the popular Field to Vase Dinner Tour stop at
California Pajarosa in June 2015. The team was inspired to make the film after being inspired by the American Grown cause and the Field to Vase Dinner tours. More details at AmericanGrownFlowers.org.

**Legacy of Yoshimi & Grace Shibata Honored**

Thanks to a generous contribution from the Shibata family, the American Floral Endowment has established the Yoshimi and Grace Shibata Family Fund, honored the late flower grower and wholesale florist and his wife. Contributions may be sent to the American Floral Endowment, 1601 Duke Street, Alexandria, VA 22314.

**Sunset Savored the Central Coast**

Sunset magazine’s “Savor the Central Coast” event occurred in late September and spotlighted California’s flower farmers and the CA Grown brand. The two-day extravaganza also showcased master chefs, Sunset experts, brew masters, local fishermen and artisanal foods. Attendees built bouquets and watched a floral demo by designer Bess Wyrick of Celadon and Celery.

**White House Florist from California**

Hedieh “Roshan” Ghaffarian, formerly of Flower Affairs in Los Gatos, California, began her new job in October 2015 as chief floral designer at the White House in Washington, D.C. Ghaffarian immigrated with her family from Tehran, Iran following the 1979 Iranian revolution. She started her flower business in her parents’ garage and trained with U.K. florists. Her work has been featured in publications, including The Knot, Ceremony and Today’s Bride.

**John Henry is Now Multi Packaging Solutions**

In 2005, Multi Packaging Solutions bought the Michigan-based John Henry Company, a pioneer in the manufacture of printed enclosure cards and materials for the floral industry. John Henry Company has now been rebranded to carry the MPS name. John Henry was founded in 1912 and designed the very first floral enclosure card.

**April 1 Deadline Set for Grant Proposals**

The Fred C. Gloeckner Foundation will accept grant proposals for research and educational projects through April 1. The projects may be involved in floriculture and related fields such as plant pathology, plant breeding, agriculture economics or engineering, entomology and plant physiology related to floriculture at educational and research institutions. See Gloecknerfoundation.org or call 914 698-2300.

**AFE Announces Intern Program**

The American Floral Endowment has launched an intern program designed to introduce young business professionals to the floral industry as a career. Participating employers will be assisted with qualified students in management and accounting, marketing, information technology, sales, analytics, logistics, creative design and human resources. For more details, see Endowment.org/biz.

**Digital ‘Flower’ Debuts**

A new free electronic magazine called Flower has been launched for the cut flower and foliage industry and flower-loving consumers. Introduced by the Flower Association of Queensland Inc., a non-profit organization in Brisbane, Australia, Flower complements the print magazine, Australian Flower Industry. Flower was developed to bring the world of flowers to the fingertips of consumers and link them with all members of the supply chain. Download free from your App Store or Google Play for “flower mag.” More details: www.australianflowerindustry.com.au

**Why We Love Honey Bees**

A jar of honey. Seems so easy to buy it at the market, take it home, enjoy it and rarely give thought to what it took for that jar to be there for you. A 16-ounce jar of honey requires 1,152 bees to travel 112,000 miles and visit 4.5 million flowers. One teaspoon of honey represents the work of thirteen bees. We need bees for honey and to pollinate flowers and vegetables. Our lives depend upon those pesky little flyers.

*Ask a Scientist: 223 amazing science facts, tidbits and quotes* 

Continued on page 12
SAF Petals It Forward

On October 7, the Society of American Florists (and member florists) presented flower bouquets to people all over America, immediately generating smiles and pleasant moods. Bouquet recipients were encouraged to post a picture of their flowers, share their flowers and how they themselves petaled it forward. The Petal It Forward campaign generated extensive media coverage on “Fox and Friends,” “Everyday With Rachel Ray,” Meredith Vieira’s show, “Today with Kathie Lee and Hoda,” “Good Morning America” and various print media.

AFE Awards Almost $40,000 in Scholarships

Caitlin Redpath, a student at the City College of San Francisco, and Erin Hsu, a student at the University of California-Davis, were among seventeen student recipients of this year’s scholarships from the American Floral Endowment. Hsu, who is studying environmental horticulture with a focus on floriculture, was awarded $2,400. Redpath is majoring in commercial cut flowers with a minor in floristry and was awarded $1,500.

Send us your news! (see page 3)

Vases by Robert

Vases All Shapes, Colors, Textures and Sizes!

Two Flower District Locations:

754 Wall Street, #29A
Open 6 a.m. – Noon • 213 623-5454

720 S. San Pedro St.
Open 9 a.m. – 3 p.m. • 818 434-1512

Email: vasesbyrobert@yahoo.com
Web: www.VasesbyRobert.com

Valentine’s Day on Sunday of Holiday Weekend – Can It Work For You?

A three-day President’s Day weekend with Valentine’s Day in the middle: What a conundrum! People will go away for the weekend and you won’t get orders for deliveries at work. There are several ways to make this work for you, however. You can generate a change in ordering traditions, that results in more orders; but you have to start in mid-January or before.

Begin right away by emailing and calling regular customers this week; and by regularly posting in social media (include gorgeous Valentine design photos) that you’ll be delivering on Valentine’s Day AND in the days leading up to the occasion. Dress up the home page of your website with stunning florals. Spread the holiday work over several days by offering a discount (or a coupon for use after the holiday) to customers who request delivery in the days before Valentine’s Day. Send out postcards to all your customers – don’t forget those you have not heard from in a while. Begin now to build the buzz and create excitement and awareness of your shop.
Certified California-Grown Flowers Enhance Rose Parade

California Department of Food and Agriculture Secretary Karen Ross certified two floats with California Grown flowers for the Rose Parade on January 1. Both CalPoly and Miracle-Gro had their floats certified, and the official Tournament of Roses Parade vehicles, decorated by FTD, were certified.

A lollipop forest and waffle cone mountains were among the features, along with gummy bears and an ice cream landscape, on CalPoly’s “Sweet Shenanigans” float. For the fifth consecutive year, Cal Poly used at least 85 percent California Grown floral. Last summer, students who built the float visited central California farms and met with farmers who have continuously donated to their program.

Miracle-Gro’s “Life Starts Here” float featured a floral garden with flamboyant colors, blossoming yuccas, orange trees, mission with courtyard, bougainvillea vines created from thousands of orchids, and butterflies, bees and hummingbirds. Riding on the Miracle-Gro float were California farmers Harry Van Wingerden and Mel Resendiz, along with reality television star Ty Pennington.

Award-winning filmmaker, documentary director and producer Ken Burns, was Grand Marshal of the 2016 Tournament of Roses. The National Park Service, celebrating its 100th anniversary in 2016, participated and shared in the theme, “Find Your Adventure.”
Area florists were busy little bees in the last few months, giving workshops and sharing their expertise. Del Langdale gave a Halloween workshop at A to Z Wholesale Florist in Santa Ana. Rene van Rems AIFD traveled to Pennsylvania in September where he led a floral demo at Longwood Gardens; he held season-themed workshops in Carlsbad in November and December. Gerry Toh created some amazing floral designs for the Malama Family Recovery Center in Maui. Debra Lee Baldwin is credited as one of the people popularizing succulents and cacti nationwide, so it was a natural for San Diego’s KPBS-TV to interview her in her gorgeous garden in San Diego County. Arrangements by Kit Wertz and Casey Swartz of Flower Duet were featured throughout the Third Annual Club MomMe Family Fest at South Coast Botanic Garden. They also made floral hair wreaths at the event.

Congrats to Debra Prinzing and SlowFlowers.com who, with designer Willo Bellwood of Metric Media, earned a 2015 Garden Writers Association Silver Award for their info-graphic titled, “Where Do Your Flowers Come From?” in the Newsletter/Bulletin/Brochure category. Leilani Quinata of Stater Bros. Markets Team 139 in Murrieta won a merchandising award and SuperFloral.com’s 2015 Best Cross Merchandising honor with their “Head Over Heels In Love” promotion. And two of our Market tenant employees, Marteen and Garcia, are favorably mentioned in The Reason for Flowers, a book we reviewed in our last issue.

More than 10,000 people attended the CA Grown Bouquet Bar at Sunset Savor the Central Coast on a Santa Margarita ranch in September.

Calif Flora 2015 a Success

California State Floral Association held its annual “Calif Flora” event, themed “Field to Vase: California Grown,” October 10-11 at California Expo Center in Sacramento. The new venue proved exciting to most attendees and participants. Taking first place in the Top Ten design competition was VanAnh Bui of Mission College. She will represent CSFA in the national Sylvia Cup competition at the Society of American Florists’ 2016 convention. With a second place design was Susan Smith of Orchard Nursery & Florist; third was Lily Chan AIFD, who represented Master Florists Association. Karyn Wloczewski of Blooming Grace won the People’s Choice award.

Winner of the Student design competition was Sara Do, a student at Cal Poly San Luis Obispo. Coming in second was Elena Yanorskiy of American River College. Taking third and People’s Choice was Michelle Murillo of Mission College.

The weekend’s hands-on workshops with Darlene Montgomery CCF, Bob Bigham AIFD CCF, Steven Brown AIFD CCF CFD, Anthony Alvarez AIFD CCF EMC, and Wilton Lee CCF were well received as were design shows with Rachell Nyswonger AIFD CCF PFCI, Rene van Rems AIFD CCF PFCI, and Dean Hollis of Floralife.

The California Certified Florist (CCF) pinning ceremony was held on Sunday afternoon. CCF committee chair Kay Wolff AIFD CCF CFD presided over the presentations, assisted by CSFA president Wilton Lee CCF, to Liane Benedict CCF, Catalina Go Chua CCF and Samantha Green CCF.

Honored during the closing session were Allan Nishita, Millie Nishita and Marty Espe, Flora Fresh Inc., for their leadership and exemplary contributions to the California State Floral Association and the entire floral industry.
**Bright Ideas for a Successful New Year**

**Put the Internet to Work for You**
- List your shop on Google Place for Business.
- Get your business listed in online directories for local businesses.
- Establish a business page on Facebook.
- Consider placing an ad in the right column of Facebook. Ads get 60 percent-plus response.
- Post photos of your arrangements regularly on Instagram. Post regularly there and at Twitter and offer deals on LivingSocial or Groupon.
- Offer a printable coupon on your website, only for online visitors.

**Integrate Efficiency**
- Pay bills with credit cards to save the cost of envelopes and postage and extend the time until you have to pay the bill.
- Using an online bill pay service, pay bills with credit cards to save the cost of envelopes and postage. Savings could be substantial. (Note: this only works if you pay the cards off in full monthly.)
- Encourage employees to be “floral frugal,” trimming and using what they remove from the cooler, making use of scraps and not wasting raw material.
- Promote sales of “quick stop flowers” (small arrangements made from leftovers!) every day between certain hours. Advertise them on Facebook and Instagram; put a sign outside the shop.

**Deliver Flowers with Video**
Arrange for the customer to record a video message to be seen when the recipient receives the flowers. British shop Arena Flowers offers this service and finds that it sets their shop apart from competition. The card that accompanies the flowers contains a website address when the receiver of the flowers can view the video greeting.

**Market the “Perfect Pick-Me-Up” Flowers Right to Their Targets**
- During slow times, try targeting different groups in your area: Housewives might appreciate a floral focus in the home, single women feel appreciated with flowers, flowers add beauty and life in drab offices. Experiment with targeted promotions.
- Imagineer a product made by your employees that is unique to your shop and attractive to teenage (prom-going, dating) girls. One Oklahoma shop makes hair bows, customizing them for school colors and events. Uniquely yours, customizable items build return customers. (Also try this with a male target group. Become known around town as the shop with the Men’s Buying Guide, the Little Black Book, etc.)

**Attract Customers for What You “Also” Offer**
As a retailer, why not offer a product that complements flowers? Florists Review magazine told about a florist who also sells a line of make-up; another that sells footwear; and one that sells culinary items. The point is to be known as a seller of both flowers and the specialty items.

Time and money-saving techniques abound. For success in the new year, we just have to apply them.

**Wedding Bouquets**
by Talmage McLaurin AIFD

“Today’s weddings are more than just ceremony,” says author Talmage McLaurin AIFD. “They are fabulous parties and personal expressions of taste.” In the following pages, McLaurin shows in dazzling array themes in pink, purple, green, orange, yellow, white and red, along with complimentary colors and tones. A how-to section follows each color theme section of bride and wedding party florals, making this a highly utilitarian volume for designers.

*Wedding Bouquets* retails for $24.95. Publisher Florists’ Review offers free shipping to Bloomin’ News readers who buy it online using code TXBL2011.
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<tr>
<td>Camellia &amp; Tea Festival</td>
<td>1 – 2</td>
<td>Descanso Gardens, La Canada</td>
<td>Inquire also about a tour of Los Angeles Flower District.</td>
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<tr>
<td>Festival</td>
<td></td>
<td>Canada Flintridge, 9 a.m. to 5</td>
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<tr>
<td>p.m. daily</td>
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<tr>
<td>National African</td>
<td>3 – 12</td>
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<tr>
<td>American History Month</td>
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<tr>
<td>and American Heart Month</td>
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<tr>
<td><strong>March</strong></td>
<td>MARCH</td>
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<tr>
<td>“Francoise Weeks Botanical Couture Workshop”</td>
<td>1 – 2</td>
<td>Flower Duet at South Coast</td>
<td>Presented by Mayesh Wholesale Florist at Mayesh Orange County.</td>
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<tr>
<td></td>
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<td>Botanic Garden in Palos Verdes</td>
<td>310 792-4968 or email <a href="mailto:info@flowerduet.com">info@flowerduet.com</a>. Inquire also about a tour of Los Angeles Flower District.</td>
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<tr>
<td>Festival</td>
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<td>Peninsula.</td>
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<td><strong>April</strong></td>
<td>APRIL</td>
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<tr>
<td><strong>May</strong></td>
<td>MAY</td>
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<tr>
<td>“Fantastic Flowering</td>
<td>7 – 29</td>
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<tr>
<td>Branches Design,“</td>
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<td><strong>June</strong></td>
<td>JUNE</td>
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<td><strong>July</strong></td>
<td>JULY</td>
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<tr>
<td>Opening of the Flower Gardens</td>
<td>5 – 14</td>
<td>Descanso Gardens, La Canada</td>
<td>Take the family or a friend for wagon rides through the ranunculas fields, arts and crafts vendors, and more.</td>
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<tr>
<td>Fields in Carlsbad</td>
<td></td>
<td>Canada Flintridge, 9 a.m. to 5</td>
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<td>p.m. daily</td>
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<tr>
<td><strong>August</strong></td>
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<td><strong>September</strong></td>
<td>SEPTEMBER</td>
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<td><strong>October</strong></td>
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<td><strong>November</strong></td>
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<tr>
<td><strong>December</strong></td>
<td>DECEMBER</td>
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**CALENDAR**

Check our website OriginalLAflowermarket.com for Flower Market shopping hours, parking info and more.

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

<table>
<thead>
<tr>
<th>CALENDAR</th>
<th>AMEND</th>
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</table>
| JANUARY  | Mentoring Month | MARCH | World Floral Expo |}

8 – 11 SF Market (formerly the San Francisco International Gift Fair), Moscone Centr, San Francisco. 800 318-2238.

12 – 14 The Special Event 2016 Conference & Trade Show, Orlando, FL 800 927-5007.

18 Martin Luther King Day

23 “Asymmetrical Swanky Centerpiece” design class, following tour of Los Angeles Flower District, presented by Flower Duet in Torrance. Call 310 792-4968 or email info@flowerduet.com.


30 “Citrusy Flowers & Orchids in Vibrant Colors,” presented by Flower Duet at Huntington Library in San Marino. Call 310 792-4968 or email info@flowerduet.com. Inquire also about a tour of Los Angeles Flower District.

30 – 31 Camellia & Tea Festival, Descanso Gardens, 1418 Descanso Drive, La Canada Flintridge, 9 a.m. to 5 p.m. daily. Call 818 949-4200.

**February**

National African American History Month and American Heart Month

**March**

Women’s History Month

Every Saturday: The Wall Farmers Market, Original Los Angeles Flower Market, Wall Street between Seventh and Eighth streets; 9 a.m. to 2 p.m.

1 – 2 “Francoise Weeks Botanical Couture Workshop,” presented by Mayesh Wholesale Florist at Mayesh Orange County. 3241 Halladay St., Santa Ana, 2-9 p.m. $627.95 includes inner and photographing your work professionally.

3 “Upper Meadow Hands-on Floral Styling for Spring,” presented by Flower Duet at South Coast Botanic Garden in Palos Verdes Peninsula. Call 310 792-4968 or email info@flowerduet.com. Inquire also about a tour of Los Angeles Flower District.

5 “Fantastic Flowering Branches Design,” presented by Flower Duet in Torrance. Call 310 792-4968 or email info@flowerduet.com. Inquire also about a tour of Los Angeles Flower District.

7 – 18, 21 – 23, 28 – 29, 30 – April 1 Phil Rulloda’s Southern California School of Floral Design offers basic and advanced classes. Call 800 981-7445 or see Philrulloda.com.

8 International Women’s Day


12 – 13 Cherry Blossom Festival, Descanso Gardens, 1418 Descanso Drive, La Canada Flintridge, 9 a.m. to 5 p.m. daily. Call 818 949-4200.

13 Daylight Saving Time begins

15 Opening of the Flower Fields in Carlsbad. Take the family or a friend for wagon rides through the ranunculas fields, arts and crafts vendors, and more. I-5 to Palomar exit.

16 “Wedding Stunning Centerpieces,” presented by Flower Duet in Torrance. Call 310 792-4968 or email info@flowerduet.com. Inquire also about a tour of Los Angeles Flower District.

17 St. Patrick’s Day

20 Palm Sunday First Day of Spring

25 Good Friday

27 Easter

SAVE THE DATE

July 3 – 7 AIFD 2016 Symposium “Inspiration” Orange County, CA

September 21-24 SAF Maui 2016 Maui, Hawaii
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 $50 for a 1-year membership (Year 2016). The membership fees include two (2) membership badges. Extra badges are available anytime for $3.00 each. 2016 membership badges will expire on January 1, 2017 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 2:00 p.m.
- Saturday: 5:00 a.m. to 2:00 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 2:00 p.m. ($2 admission)
- Saturday: 6:00 a.m. to 2:00 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 4:00 a.m. to 8:00 a.m.) or any other time before 12:00 noon at our office.

Thank you for your continued support!
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:
   o Retail Florist  o Wholesale Florist  o Interior Decorator  o Caterer  o 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.  ____________________________________________ ($3.00 extra)
   Badge 2.  _________________________________ Badge 5.  ____________________________________________ ($3.00 extra)
   Badge 3.  ($3.00 extra)  Badge 6. ____________________________________________ ($3.00 extra)

Please check membership period:  ☐ $50.00 – 1-Year Membership (Year 2016 only)

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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When other floral companies are turning their backs on you, rest assured that we’ll always have yours. In fact, we are now the only major floral service that channels 100% of all orders to local florists. We’ve been a faithful partner for over 80 years, and we’ll continue to support you for years to come. So smile—our future together is looking bright.

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3 Scan QR Code