



MASTER FLORISTS NEWS

December 2017

Editor's Message

One down, one to go! This year flew by so fast, I can't believe that Christmas is upon us! We hope that your Thanksgiving holiday went well. Gear yourself up for Christmas. All indications point toward an increase in retail sales, so get ready for a great year-end month!

Market Badge Renewals

It's that time of the year again. You should have received your renewal notice in the mail by now. If not, stop by the Badge Office or give them a call. Avoid the last minute rush and renew early! Included with your badge renewal is an update on the plans for the new market. It looks like we are still two to four years away from a new market at 6th and Brannan. Jeanne and her team will keep us posted on the progress.

Petal It Forward

Petal It Forward was again a huge success. This year, Valerie Lee Ow (J. Miller Flowers) took on the challenge and headed the program in the East Bay. Thank you, Val! And thank you to the many vendors at the San Francisco Flower Mart for their support! Brannan Street, Torchio, Brothers, Mt. Eden, Rafa Wholesale, Gemignani, and Karman Kwong to mention a few. Thank you to all who helped make this a success!

Top Ten Design Competition

Congratulations to our Lily Chan, who represented MFA at the Top Ten Competition held in Carlsbad in early November. She placed third place in the competition. Her designs were very good and creative. Look forward to her doing another workshop soon. Students from City College of San Francisco ranked very high, too! One of Steven Brown's students took first place! The student competition was sponsored by the California Cut Flower Commission.

America's Cup

FTD announced at the AIFD Symposium in Seattle that they would sponsor America's Cup next year in Washington, D.C. AIFD holds their symposium around the July 4th holiday. Our own Katarina Stuart, AIFD, CCF and Greg Lum, AIFD, EMC were two of the ten designers selected in the nation to compete for this coveted title and award. The winner of America's Cup goes on to compete in the World Cup!

Crab Feed

This year's Crab Feed will be held at the Fratellanza Club on January 6th. Mark your calendars for a night filled with fun, food, and camaraderie! Our 50/50 raffle keeps getting bigger and bigger.

Remember, together, we can make a difference!

Wilton Lee, CCF
Editor

Support Our Wholesale Members

Blossom Valley
Brannan Street Wholesale Florist
Figone Nursery
Gatti Nursery
Gemignani Nursery
Kitayama Bros., Inc.
Mt. Eden Floral Company
John Nuckton Company
Santa Rosa Wholesale Florist
Torchio Nursery Company