



SALES PROMOTION ASSOCIATION, INC.

MEETING APRIL 20, 2007

ATTENDANCE

19

GUESTS: Mary Warns brought our speaker Lee Webb of Rutland Beard Florists, ,
Jack Weber his attractive wife Christine and Nick Tsottles his associate Janet
Lawrence.

ANNOUNCEMENTS: President Paul Minch said that the Board is considering
dropping the June meetings for budget reasons this year.

Gerry Markowitz has agreed to be Rick Donovan's replacement as board member.

SPEAKER: It is a pleasure to have Lee Webb of Rutland Beard Florists as speaker
Again this year. She is the head flower arranger and it was easy to see why from the
magic she performed in doing three arrangements before us while she told us of the
the fascinating world of flowers. It is a forty billion dollar a year industry with the
flowers that she uses being shipped from all over the world to Rutland Beard either
in bunches of 10 or 25 flowers or by weight. Most are by way of Holland which is the
biggest wholesale market. The condition on arrival depends on many factors: how

fast they are cooled after being, picked, time in transit, how shipped etc. All these factors determine their “chain of life” and how long they will last when you buy them. Lee said that Mother’s Day is their busiest day of the year and that she brings in several extra arrangers to help. Flowers bought on street corners or from the produce section of a super market have a short “life span”. In the later case damage is done by the ethane gas emitted by apples!

Rutland Beard has a large delivery area stretching from Annapolis. Bel Air, Frederick and the D.C. suburbs.

50/50 WINNERS: The three flower arrangements were won by Tuley Wright, Nick Tsottles and Won Cha Shake. The \$\$\$ by our speaker, Lee Webb!

SPEAKER NEXT FRIDAY: Won Cha Shake of Galleria Interior Design, Inc.