



Wholesale Florist & Florist Supplier Association

FLORISTS' REVIEW



retail florist
OF THE YEAR

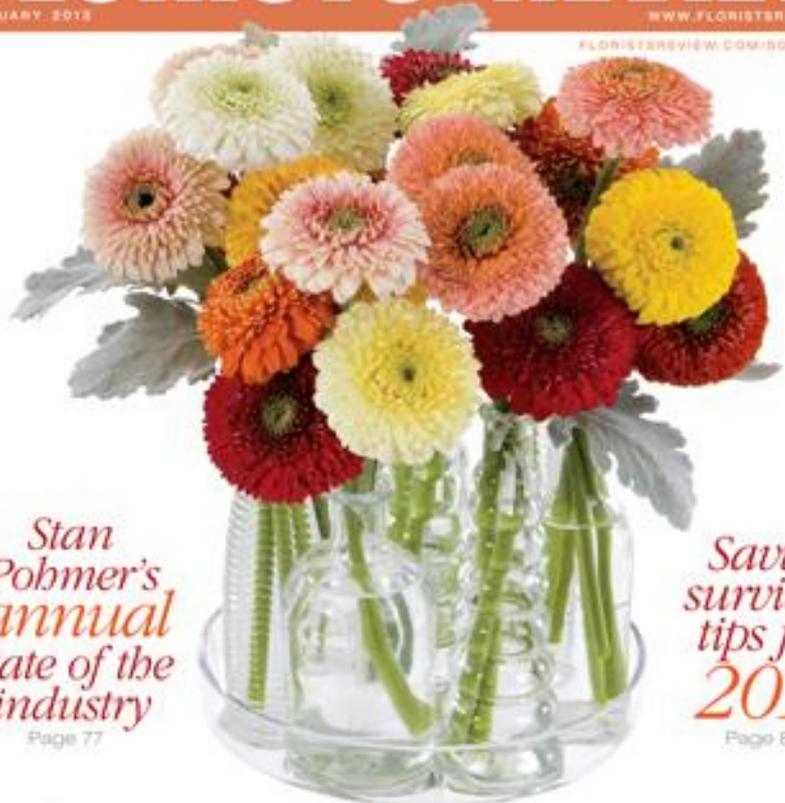
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FLORISTS' REVIEW

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WF&SA
FLORISTS' REVIEW



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OF THE YEAR

Are YOU the next



2010 Winner: Winston Flowers, Boston, Mass.

ABOVE: DAVID WINSTON
RIGHT: TED WINSTON



Retail Florist of the Year?

Enter the 2011 "Retail Florist of the Year" contest today!



2009 Winner: Every Blooming Thing
Salt Lake City, Utah



2008 Winner: Gahan's Flowers
and Garden Center, Billings, Mont.



2007 Winner: Precious Memories
Temple, Texas



2006 Winner: Kremp Florist
Willow Grove, Pa.

For the ninth consecutive year, **FLORISTS' REVIEW** and the **WHOLESALE FLORIST & FLORIST SUPPLIER ASSOCIATION (WF&SA)** are seeking the most outstanding traditional fresh flower retailers in the United States and Canada for our annual "**RETAIL FLORIST OF THE YEAR**" contest. The entry deadline is Dec. 31, 2010, so start working on your application now.

WHAT WE'RE LOOKING FOR

Qualifying applicants for "Retail Florist of the Year" will be judged on:

- Visual merchandising and display, store design, and image
- Advertising, marketing and promotional efforts
- Customer service policies and programs
- Employee benefits and training
- Fresh flower selection and quality
- Community and industry involvement
- Overall business achievement

Three additional florists will receive recognition for their outstanding efforts, one florist in each of the following categories.

OUTSTANDING MERCHANDISING AND DISPLAY—Awarded to the florist who displays the best presentation in the following areas of the shop: showroom/sales floor, in-store and window displays, cooler and checkout counter (point-of-purchase).

OUTSTANDING MARKETING AND PROMOTIONS—Awarded for the most effective print advertising (newspaper, magazine, Yellow Pages, etc.); direct-mail and e-mail marketing and promotions (postcards, coupons, event invitations, fliers, etc.); in-store promotions and events; website; etc.

OUTSTANDING COMMUNITY INVOLVEMENT

Awarded for superior involvement in organizations and programs that benefit the community or state in which the florist is located.

HOW ARE THE WINNERS CHOSEN?

Entries are judged by a committee comprising the current WF&SA president, *Florists' Review's* publisher and editorial director, the reigning "Retail Florist of the Year" and another respected wholesale supplier and/or retail florist.

HOW TO ENTER

To obtain an entry form, visit your favorite WF&SA-member florist, or log on to www.wffsa.org or www.floristsreview.com to download an application.

Wholesalers: You also will receive publicity if a retail florist you nominate wins any contest award.

PRIZES

Along with fame among peers and in the community, the "Retail Florist of the Year" winner will receive:

- \$1,000
- A keepsake plaque
- A feature article in the June 2011 issue of *Florists' Review*, on www.floristsreview.com, and on www.wffsa.org.

The three recipients of the Outstanding Merchandising and Display, Outstanding Marketing and Promotions, and Outstanding Community Involvement categories also will receive keepsake plaques and be featured in issues of *Florists' Review*, on www.floristsreview.com, and on www.wffsa.org.

- **Merchandising and Display**
Ruston Florist and Boutique
Ruston, Louisiana
Debbie and Dennis Allen, owners

Nominated by:
Rex Hines
Shreveport Flower Market,
Shreveport, Louisiana

2013

*Retail Florist
of the Year*

SOMETHING NEW FLORAL AND EVENTS

From daily deliveries in the flower shop to over-the-top affairs, the difference is in the details for this single-location retailer in Canfield, Ohio.

BY SHELLEY URBAN



Located near a major thoroughfare but not near many other businesses, Something New is a destination for shoppers, who come from both the local area and well outside it. The building houses both the retail operation, complete with a 5,000-square-foot showroom, and the thriving events company.



Siblings Joe Mineo, AIFD, and Anna Howells co-own Something New Floral and Events in Canfield, Ohio.

When brides book consultations with **JOE MINEO, AIFD**, who co-owns **SOMETHING NEW FLORAL AND EVENTS** with his sister **ANNA HOWELLS**, they get the royal treatment, starting from the time they pull into the parking lot. "Each bride will see a personalized sign, indicating that a parking spot is reserved for her," says Joe. "It's a little thing that costs us nothing, but the extra thought and effort is what makes us different," he adds.

Joe, who primarily handles the company's events business, says that his work is all about details. "Every one is thought through," he shares.

"We are attentive to details on the retail side, too," assures Anna, who manages retail and gift. "From the unique products we select to the music we play in the background to the service we give our customers, including uniformed delivery drivers, it's just part of the overall package of who we are," she explains.

For these and other reasons, **BRIAN ASHTON**, a manager at **MAYESH WHOLESALE FLORIST** in Cleveland (he recently transferred

to Mayesh's Miami facility) nominated the progressive business for the "**RETAIL FLORIST OF THE YEAR**" contest. And certainly, the details caught the eyes of the judges, too, who chose Something New Floral and Events as this year's winner. The contest is co-sponsored by **FLORISTS' REVIEW** and the **WHOLESALE FLORIST & FLORIST SUPPLIER ASSOCIATION (WF&FSA)**.

always out of the ordinary

Shortly after he opened Something New in Liberty, Ohio, in 1987, Joe adopted the tagline, "For those not content with the ordinary." He says that was the vision he had for his business. "I have always wanted to do things differently, and even today, in all aspects of our company, I strive to be different," Joe informs. "While that has occasionally gotten me in trouble, it's also helped our company to prosper," he adds with a laugh.

Over the next 12 years, the shop thrived, but, as Joe recalls, the Liberty area was struggling. "I knew I wanted to build [a new location] and continue growing the company, and I also realized



























To provide the floral professional
with the highest quality, most
unusual products sourced from
around the world –

Mayesh

Wholesale Florist, Inc.





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