

Benjamin 80

Registration, Mission Center Foyer.

9:00 a.m. - 6:00 p.m. — "Shopping Magic" — buying in the trade fair, Presidio, Town & Country rooms.

10:00 a.m. - 12:00 noon — "Oriental Magic" silk design presentation, Atlas Ballroom.

12:30 p.m. - 6:00 p.m. — Buffet luncheon and an afternoon in the trade fair areas, Presidio, Town & Country rooms.

6:30 p.m. - 10:30 p.m. — Sea World spectacular — refresh-

9:30 a.m. - 11:00 a.m. — "Marketing Magic" — "A Look Into The Future", Carl Haglund, California Room.

12:30 p.m. - 2:00 p.m. — Florafax VIP luncheon; special guest — Bob Johnson, Atlas Ballroom.

2:00 p.m. - 3:30 p.m. — "Wedding Magic," Atlas Ballroom.

6:30 p.m. - 7:30 p.m. — Florafax farewell reception, Atlas Ballroom Foyer.

7:30 p.m. - 12:00 midnight — Florafax awards banquet, Atlas Ballroom.

tion, scheduled for the past Florafax conventions, the major focus of "Profit Magic" will center around assisting participating florists in developing more efficient and profitable ways of doing business.

"We've recruited some of the leading floral business and design experts in the industry to attend 'Profit Magic' and speak to the participants," Dean Grannan, Florafax director of industry relations said. "On top of that, we've got a whole list of special happenings and events created specially for the convention-goers. We have a beautiful trade fair — the largest in Florafax history — with over 100 display booths and 16,000 square feet of floor space. And we've got some extra-special things planned — things that have never been done before at Florafax."

A major thrust of the "Profit Magic" convention will center around the floral design and display activities. Emphasis will again be placed on profits and how to make the workroom and flower shop as a whole more efficient.

One of the major "Profit Magic" events in this area will be "Potpourrie" — an "in-shop" design program, where designers, commentators and members of the audience will intermingle in a two-



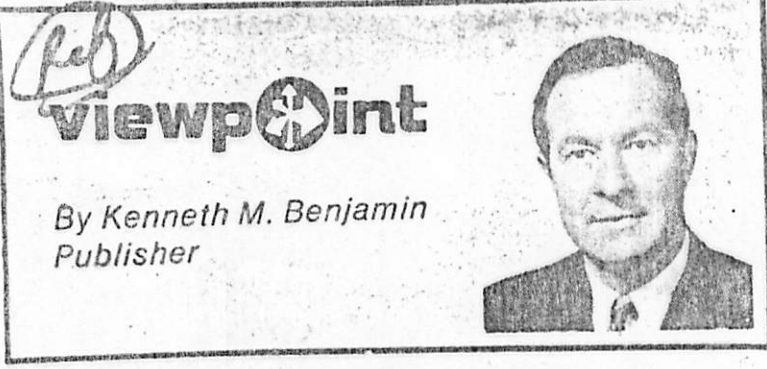
Larry Fry Terry Fry

perience in the retail business. He is the owner of flower shops, Robbins Flower Charles, IL and Robbins Flower in Batavia, IL.

Anders has been active in Betty's Flowers, Tampa, FL since she was 10 years old. Her first work on major panels began when she was 15 and culminated in 1974 when she was invited to participate in the design of floral decorations for the White House.

Terry Fry began his career with Garden Path Imports in 1970. He was appointed director of creative marketing. In addition, he was instrumental in the design and development of successful floral and gift accessories lines, including Garden Path's line of Chinese silk and giftware accessories.

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**viewpoint**

By Kenneth M. Benjamin  
Publisher

This Viewpoint concerns itself with "SuperCarnations," a trademark of Riverdale Farms, Inc., of Miami, FL.

The story dates back to a press release widely covered in the floral industry trade press received several months ago. We judged the release to have information and value, edited the story to meet space and editorial guidelines and limitations, and ran it as soon as possible.

(Substantial trade press advertising has also been employed by Riverdale Farms in support of the information carried in the press release.)

More recently, in the November 29 issue of Flower News, a story headlined: "Super carnation solution explained, methods given," authored by Michael S. Reid of the University of California and George L. Staby of Ohio State University, appeared on the front page.

Shortly thereafter, Dan Shypula, president of Riverdale, indicated that "a very serious error appears in the headline" of the article. At this point, we invited friend Dan Shypula to set the record straight. His comments follow.

"The headline wrongly states that the secret of the longevity of our firm's 'SuperCarnations' is the use of a familiar life-extending chemical called silver thiosulfate (STS.) As you know, 'SuperCarnations' are the super-longlasting new carnation product recently introduced by Riverdale

Farms of Miami. "The process we use at Riverdale Farms to create 'SuperCarnations' is not at all based on STS. In fact, although the STS treatment is effective in extending carnation life, our treatment is a substantial advance over STS. Under strict laboratory tests, our 'SuperCarnations' have proven to outlast STS-treated carnations in every case.

"Riverdale Farms is entirely familiar with the STS treatment. Ours was the first company in the world to treat all its carnations with STS. And we continue to use that treatment on all our ordinary carnations that we sell in the United States and Canada. However, we discovered several months ago that our new treatment was far more successful and effective. Hence, 'SuperCarnations.'

"The unfortunate Flower News headline also misrepresents the content of its article, written by Drs. George Staby of Ohio State University and Mike Reid of the University of California, two of the nation's leading horticultural experts.

"As Drs. Staby and Reid plainly write in their article reprinted in Flower News, Riverdale Farms makes 'SuperCarnations' with a postharvest chemical treatment that greatly extends longevity of flowers.... The exact chemical composition of the pretreatment solution is a trade secret and unknown to us."

"It is important to us at Riverdale Farms to set the record straight. Continued on page 14



Michael Chy



Anne-Maria Coletti

part, design workshop. Arranged around the everyday happenings of the average flower shop, Florafax designers and commentators will act out common activities and problems encountered by the average floral retailer. The audience will be able to participate through a special telephone system that will allow them to "call" the flower shop and ask a question, place an order, or pose a problem. Featured designers for "Potpourrie" will include Kirk Kirkpatrick, Anne-Maria Coletti, Don Robbins and Debbie Anders.

A second major design program is titled "Oriental Magic," and will feature silk flower arrangements by Garden Path Imports' Terry Fry, Larry Fry, Bob Hampton, and Betty Heath. "Oriental Magic"

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BENJAMIN 80  
COLUMBUS  
2001 N. W. 11th Ave  
COURT  
OH 43210  
17230

the Year, all Florafax-sponsored designers and/or commentators, and all members of the American Institute of Floral Design (AIFD). Florists invited to participate did not need to be Florafax members.

Florafax's second unique offering to the 1981 "Profit Magic" convention is a special \$10,000 grand prize offering. Florists who register for any four-day convention package automatically receive one opportunity for the grand prize drawing to be held at the closing banquet on Wednesday, January 14. In addition, every \$100 in merchandise purchased at the

the florist one additional opportunity to win. The winning florist will then have his choice of any one of seven prizes, valued at up to \$10,000. The choices include an Uncommon Carrier™ delivery vehicle, 200 gallons of gas per month for one year, a Hobie Cat™ sailboat, a Buchbinder floral refrigerator, a complete stereo system, a Texas Instruments computer terminal, or an all-expenses-paid trip for two to Paris, Monte Carlo or Madeira Island, Portugal. According to Florafax officials, the winning florist must be present at the closing banquet to claim his prize.

## Correct story on carnations

Continued from page 1

dale Farms that our customers—and potential future customers—not be misled by misinformation or by claims made for products or processes that attempt to imitate 'SuperCarnations'...

"Our strongly held conviction is that the key to prosperity for the retail floral trade is value. Market research has shown that consumers rate flower longevity as the most important criterion of flower value. Therefore, we at Riverdale Farms are committed to producing longer-lasting flowers at reasonable prices. And we are also committed to working with wholesalers and retailers to help them build their customers' confidence and to invigorate their sales.

"The current attention being paid by the trade and its press to carnation longevity is very healthy. 'SuperCarnations,' Dr. Staby's Chain of Life concepts, even STS-treated flowers—all are representative of different efforts to help our retailers' businesses. We must all continue to work together—accurately, openly, and honestly—to insure our industry's health and future."



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Aalsmeer, H  
Phone: (2977  
Telex: 13590, 135

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