



March 2010 Newsletter

Greetings

Much has happened since our last Quarterly Retailers Meeting, and there will be much to talk about at our upcoming meeting March 11th. If you didn't get one of our 2010 calendars last November with meeting dates and other important floral dates for this year – let me know and we will send you one. Topics for this meeting include: 1) Getting your house in (better) order. Surviving a double dip recession, 2) Positioning yourself for survival and profits, 3) Sympathy project update and follow through 4) Weddings – unique ideas and add ons, 5) Dealing with diminishing returns, 6) Financing the competition...and more.

Special thanks to Kurt Klein of Englewood Florist for his suggestion at the last retailers meeting. Not only is it bringing about positive results but it also got the Greater Dayton group national recognition in Floral Management magazine, and retailers across the country are copying this idea.

Paul and I went to the C.E.N.T.S. show in Columbus in January. One of the vendors we saw was David Austin Roses (David Austin Fragrant English Roses). Do not be fooled. All garden roses are not the same. Smell the difference!!! Those of you that know (my roots) know that I love to grow. I am securing a number of these bare root roses to pot and start for a little project (details to follow).

2010 promises to be another challenging year. Together we will make it ("working together is success"). If you have never been to one of our Retailer Meetings, come and see what everybody is talking about. We never charge for our meetings and you will always leave with a handful of quality ideas to reignite your fire and make your business more professional, unique, profitable, and fun.

See you March 11th. Everybody is invited, everybody is welcome.

Thank you for your business,
Bruce Hastings



CPF
The Cleveland Plant
& Flower Company
Floral Product Distributor