

HEADLINES

FPO to boost flower sales post-Mother's Day

FPO announced plans to increase its promotional efforts post-Mother's Day and into early summer this year. Expanding this year into a sixth market, the FPO Board will use their innovative "Flowers. Alive with Possibilities." campaign to elicit flower purchases after Mother's Day when sales typically drop off. The campaign is expected to generate impulse purchases during traditionally slower times of the year while exposing more consumers to the concept of using flowers as home décor solutions.

"Last year," said Patrick Busch, FPO Board Member from Len Busch Roses, "FPO pioneered off-peak advertising by bridging purchases between Valentine's Day and Mother's Day. This year we will demonstrate that other industry marketing molds can be successfully broken by extending the buying season after Mother's Day into early summer, rounding out what is typically a slower time of the year. This benefits retailers and growers by extending their sales season and better utilizing inventory. Most importantly, it benefits consumers by providing unique usage ideas during the late spring, a time when flower images are fresh in consumers' minds, but purchase reminders are helpful."

Analytical evaluation of FPO's campaign indicates that this reminder strategy works: Findings from the AFE Ipsos-NPD Consumer Tracking Study data and custom surveys indicate that while the FPO fall 2001 spending was less than half of fall 2000, frequency of purchase was still significantly higher than control markets. Results also reveal that all retail channels benefit from increasing purchases from this campaign. Supermarkets and florists will benefit from FPO's 4-6 week, post-Mother's Day efforts, which will consist of heavy radio advertising bolstered by television. Billboards will also be added to jump-start the campaign in FPO's newest market, Minneapolis/St. Paul, and reach more consumers. Minneapolis/St.



SNA offers retail ideas, marketplace

The Southern Nursery Association's (SNA) annual convention and trade show – "The World's Showcase of Horticulture" – will be held from August 2-4 in Atlanta, Ga. Convention activities will be held at the Atlanta Marriott Marquis, 265 Peachtree Center Ave., Atlanta, GA 30303; trade show activities will be held at the Georgia World Congress Center, 285 Andrew Young International Blvd., NW, Atlanta, GA 30313.

This year's convention will feature new plant varieties, innovative products and services, new technologies, the latest production and management tips, and up-to-date information on issues and trends that will directly impact your business. Highlights will include the New Products & Plant Varieties Showcase; the New Ideas Store for Retailers; SNA Days @ AmericasMart; the 47th annual Research Conference; the TechShop 2002 Educational Series; sixteen Participating State Meetings; the 2002 Kickoff Reception; the Blast from the Past VI: "Friday Night Fever"; the Past Presidents' Reception and Awards Banquet; the annual Business Meeting and Breakfast; the SNA/HRI Golf Classic; the Sporting Clay Tournament; family programs and more.

Of particular interest to retailers, the New Ideas Store for Retailers is a collaborative effort of various industry talents and will spotlight new concepts in retailing and offer a contemporary approach to merchandising with innovative products. Attendees will be able to preview solutions for their point-of-purchase and display needs, gain new ideas for creating eye-catching point-of-purchase displays and signage designed to sell, and learn how to generate more profit from their selling space. The New Ideas Store will be located in the front center of the show hall during show hours on Friday, Saturday and Sunday.

AmericasMart will host SNA Days @ AmericasMart from July 31-August 1, and attendees are invited to access this wholesale gift market prior to the SNA show. This alliance was made with lawn and garden retailers in mind, creating a complete lawn

ROUGH BROTHERS TO OFFER STAGECRAFT PRODUCTS

Stagecraft Display Limited of Wales and Rough Brothers Inc. of Cincinnati, Ohio now have an exclusive North American distribution agreement for Stagecraft garden center fixtures. Rough Brothers will sell, warehouse and distribute the complete line of Stagecraft products marketed exclusively to independent retail garden centers.

Bill Vietas, Rough Brothers general manager, said the Stagecraft product introduction is the first step in Rough Brothers' commitment to offering a full range of professional store development products and services to the independent retail sector. Tom Davis, principal of Stagecraft Display Limited, will

attend the Ohio Florists' Association trade show in July to assist with the product introduction.

Initial product introduction will include three pre-packed kits that can be used in combination to meet interior and exterior fixturing needs for all green goods and pottery products. Custom container orders will be available to customers fixturing an entire store, whether new build or renovation. Stagecraft fixtures will be marketed to all independent retail garden centers by Rough sales staff — in conjunction with structure sales or as a stand-alone product.

For more information on this product introduction, contact Bill Vietas at (512) 618-7268.

Pesticide consultant training available online

According to Indiana law and recently enacted regulations, all retail businesses in the state that sell gardening and pest control products and offer recommendations on their use must be licensed as consultants. Sales associates must also be trained to knowledgeably disseminate product information. The State has approved Kelly Registration Systems (KRS), a Georgia-based company that develops regulatory compliance programs for state departments and agencies, to implement online registration and training modules to eliminate the time-consuming training process and the high volume of paper anticipated by the State for establishment registration.

The program will allow online payment of the registration fee by credit card and will issue both the establishment registration certificate and the completion award to associates completing the training requirements. The Office of the Indiana State Chemist and KRS are currently offering the Retail Pesticide Consultant Program at www.kellysolutions.com/courses to certain retail stores.

SAF 118th Annual Convention

SAF's 118th Annual Convention will be held this year September 25-28 at the Arizona Biltmore Resort & Spa in Phoenix. Along with a roster of small business and industry experts who will tell you how to keep your business thriving, your profits strong and your management style effective, the Convention offers a number of other ways for attendees to get involved.

Growers of fresh-cut flowers, greens, potted flowering plants, bedding plants and foliage will compete for honors in the Outstanding Varieties Competition. Winners will be recognized at the Industry Awards Reception and Dinner. To compete, contact Nancy Lawler or Debi Ackman at (800) 336-4743. The entry deadline is August 23.

The 2002 Sylvia Cup Design Competition will test the skills of top designers. The winner will receive \$1,000 in cash, a free registration to SAF's 119th Annual Convention, the coveted Sylvia Cup — an engraved, silver champagne bucket — and will be honored at the Industry Awards Reception. The entry deadline is September 6.

Suppliers can showcase their most innovative products in the

2002 Premier Product Showcase. To showcase your product, contact Kristy Eidam at (800) 336-4743. The entry deadline is August 9.

The Convention will also fea-

ture the Fourth Annual Technology Trade Fair over its four days. For more information, visit www.safnow.org/meetings/convention.cfm. ☛