



PRESS RELEASE

PFD Holds Sales Seminar with Retail Florists

FOR IMMEDIATE RELEASE – Albany, NY, July 2007 -- Premier Floral Distributors brought together over 50 attendees representing more than 800 years of industry experience at their “Survivor” themed annual sales seminar in July. Albany-area retail florists joined together with PFD member sales staff to discuss communication, education, increased competition, ordering time-lines, and logistics.

The three-day event was held at Seagroatt Floral Company in Albany, NY, and focused on what floral wholesalers and retailers need to do to survive in their businesses. Teams worked together and “competed” with each other to solve real-life industry challenges. Attendees participated in tours of retailers Schrade's Posie Peddler in Saratoga Springs, NY, and Frank Gallo & Son Florist in Schenectady, NY as well as Seagroatt Floral Company.

Retail florists attending the sales workshop included Jim and Gretchen Squires from Schrade's Posie Peddler, Frank Gallo, Jr. from Frank Gallo & Son Florist, Jon Houghton from Maplehurst Florist in Essex Junction, VT, and Anne Nagengast-Place from Emil J. Nagengast Florist in Albany, NY.

“The same challenges that face wholesalers also face retailers, with minor twists. The involvement of retailers and wholesalers was essential to understand both sides of the issues. We worked together to develop usable solutions we all took home to use right away!” said Shelly Pritchett, Flowers Central, Daytona Beach, FL.

Next year the annual event will be hosted by Hermes Floral Company in St. Paul, Minnesota.

Premier Floral Distributors is a cooperative group of wholesalers that have been working together for ten years to import direct from farms, assist with sourcing floral products, facilitate logistics and share resources in order to become more successful. Member companies include: Baisch & Skinner, St. Louis, MO; Dillon Floral Corporation, Bloomsburg, PA; Flowers Central, Daytona Beach, FL; Hermes Floral Company, St. Paul, MN; Montgomery Wholesale Florists, Hadley, MA; Seagroatt Floral Company, Albany, NY; and West Michigan Floral Supply, Walker, MI.

Learn more about PFD by visiting their website: www.premierfloral.com.

DAYTONA BEACH AREA PFD MEMBER

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