

From: Jenny Scala <jenny.scala@safnow.org>
Subject: **Concern with DreamMachines advertisement**
Date: May 6, 2009 3:17:10 PM EDT
To: info@dreammachines.net, jim@americanicontour.com
Bcc: "Jenny Scala x.216" <jscala@safnow.org>

Dear DreamMachines,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. A floral business owner has contacted us to express disappointment with a DreamMachines, LLC advertisement published in the May 6 issue of the *Sacramento Bee* newspaper. It reads: "Forget the Flowers."

SAF realizes that advertising is competitive but supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose flight training for many positive reasons. Therefore making references to flowers to make your company look good seems unnecessary. SAF feels that taking the time to identify and promote your advantages results in more sharply focused, creative, successful advertisements.

On behalf of the floral industry, SAF requests that you eliminate the reference to flowers in your promotions and reconsider this negative approach in future campaigns.

Thank you for your time and consideration.

Sincerely,
Jenny Scala

Jenny Scala

Director of Consumer Marketing
Staff Liaison of Professional Floral Communicators – International (PFCI)

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