

**From:** CBarry@simon.com  
**Subject:** Re: Concern with Simon GiftCard  
**Date:** April 9, 2009 5:17:36 PM EDT  
**To:** Jenny Scala <jenny.scala@safnow.org>  
**Cc:** dharviso@simon.com, etaubel@simon.com  
3 Attachments, 1.4 KB

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Hi Jenny:

Thank you very much for your email. I truly appreciate your feedback, and we have already passed your comments on to the team that put the postcard creative together. Your points are well taken, and it was certainly not our intent to offend anyone with our Giftcard campaign.

Please do feel free to contact me with any further questions or follow-up via email or at the phone number below.

Warmest regards,

Caroline Barry Green  
Director of Mall Marketing & Business Development  
Potomac Mills  
2700 Potomac Mills Circle, Suite 307  
Prince William, VA 22192  
PH: 703-496-9350  
FAX: 703-643-1054

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▼ Jenny Scala <[jenny.scala@safnow.org](mailto:jenny.scala@safnow.org)>



**Jenny Scala**  
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[dharviso@simon.com](mailto:dharviso@simon.com)  
cc:  
04/09/2009 03:42 PM Subject: Concern with Simon GiftCard

An attachment named SIMON-APW.GIF was removed.

Dear Ms. Green, Ms. Harvison and Ms. Taubel,

As the national trade association representing 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to negative references to flowers and florists. SAF received an Administrative Professionals Day postcard from Potomac Mills that reads: "Sure, you could send flowers...but who would call the florist? Instead, give the gift that shows you put some thought into it—a Simon Giftcard." A picture of the postcard is attached for your reference.

SAF realizes that advertising is competitive, and SAF supports respected principles that suggest promoting a product on its own merits rather than disparaging another. In other words, consumers choose Simon Giftcards for many positive reasons. Therefore making references to flowers and florists to make your giftcards 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 simply eliminate negative references to flowers and florists in promotions and reconsider this negative approach in future advertising strategies.

Thank you for your time and consideration.  
Sincerely,  
Jenny Scala

[IMAGE]

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**Jenny Scala**

Director of Consumer Marketing  
Staff Liaison of Professional Floral Communicators – International (PFCI)  
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**Society of American Florists**

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Members Only: [www.safnow.org](http://www.safnow.org)

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