

From: Jenny Scala <jenny.scala@safnow.org>
Subject: Concern with “Finance beats flowers for Mom”
Date: May 13, 2009 10:54:10 AM EDT
To: rking@timespicayune.com, jamoss@timespicayune.com

Dear Ms. King and Mr. Amoss,

As the national trade association representing more than 12,000 florists, wholesalers and flower growers, the Society of American Florists (SAF) responds to concerns about negative references to flowers. Floral business owners have contacted us about an article posted on Ms. King’s blog at http://blog.nola.com/ronetteking/2009/05/finance_beats_flowers_for_mom.html. It is headlined: “Finance beats flowers for Mom.” The article also states: “I asked Blayne for a few alternative Mother’s Day gifts in lieu of flowers and earrings.”

Florists are concerned when their products are singled out. They understand that financial acumen for mothers is an important topic and hopes you will eliminate the negative references to flowers in your reporting.

We realize the statements may not be intended to be taken seriously, but in this case, the need to draw attention to this topic is done at the expense of an industry that works very hard to help people express their love and appreciation to their moms. I hope you can understand why floral business owners may take offense to this tongue-in-cheek approach.

While I’m sure you meant no harm, we wanted to bring our industry’s concern to your attention.

Thank you for your time and consideration regarding this matter.

Sincerely,
Jenny Scala

Jenny Scala

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