

**From:** Jenny Scala <jenny.scala@safnow.org>  
**Subject:** Concern with Culture Check column  
**Date:** June 22, 2009 9:24:23 AM EDT  
**To:** rwoods@wenworld.com, irwin@wenatcheeworld.com

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Dear Mr. Rufus and Mr. Iriwn,

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 Mr. Irwin's June 18 Culture Check column posted at <http://wenatcheeworld.com/article/20090618/ARTS11/706189986>. It is headlined "For Dad, skip the flowers and seek fun," and reads: "Your dad probably doesn't want flowers for Father's Day, so skip through the floral industry hype (it's heavy this year) and go straight to ..."

While SAF understands and appreciates the need to provide readers with a variety of gift choices, the negative flower statements seem unfair and unnecessary, as the tips can stand on their own. We realize the statements may not be intended to be taken seriously, but in this case, your need to entertain is done at the expense of an industry that works very hard to help people express their feelings. I hope you can understand why floral business owners may take offense.

On behalf of your floral community, SAF hopes that in the future you will promote gift choices without references to other industries that work hard to help people brighten the lives of those around them.

Thank you for your time.

Sincerely,  
Jenny Scala

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## **Jenny Scala**

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