

The original documents are located in Box 6, folder “7/2/75 - Golden Rose Award” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520

CABLE ADDRESS: EDGOTTLIEB

April 25, 1975

Miss Susan Porter
Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

Dear Miss Porter:

Recently I talked with Sheila Weidenfeld about the possibility that Mrs. Ford might accept the Golden Rose award presented by Florists' Transworld Delivery. She suggested that I write to you and explain our desire to make the presentation to the First Lady.

The Golden Rose is one of the foremost awards of American horticulture. Since 1960 it has been presented from time to time to world leaders as well as to lesser known persons of high achievement. In some instances, it has been primarily significant of the use of flowers and plants in terms of adding beauty to our daily lives. In others it has been given to recognize the fine, intangible qualities in people that flowers express in such a unique manner.

Recipients of the Golden Rose have ranged from world leaders to lesser known persons who have enriched the lives of others. They include former Senators Margaret Chase Smith, Everett Dirksen, and Spessard Holland; Prime Minister Pierre Trudeau; the officers of the Tournament of Roses; ~~White House floral designer Elmer Young~~; Robert Dowling of Sterling Forest Gardens; and others.

First Ladies of the United States have all brought singular talents and ideas to the use of flowers and plants in the White House setting. Millions of people have had their visits enriched because of the ways in which First Ladies have presented the White House to the public. Therefore, the Board of Directors of FTD wish to honor Mrs. Ford and, through her, all American First Ladies. The purpose of this letter is to inquire whether Mrs. Ford would receive the Golden Rose as a tribute to her and to her predecessors some time during the month of June, 1975.

Susan
Dear Susan
a holiday
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4/28

Miss Susan Porter
April 25, 1975
Page two

Although the approximately 2,000 families who will attend the annual meeting of FTD in Hawaii early in August would be thrilled to have Mrs. Ford accept the Golden Rose at that time, we realize that her schedule might make it difficult for her to do so. In that event, we propose a ceremony at the White House with a small group of FTD officers and guests whom Mrs. Ford might wish to invite. A film would be made for presentation to the FTD annual meeting.

The Golden Rose consists of two delicate vermeil long-stemmed roses on a suitably inscribed base. In the nature of things, it is well suited as an expression of appreciation of the many fine qualities that Mrs. Ford and other first ladies have brought to the White House.

FTD is a nonprofit service organization of 13,000 retail florist members in the U. S. It is the oldest and largest such group in the floriculture industry, which in turn is composed of some 50,000 independent small businessmen and their families. We anticipate that 3,000 to 3,500 persons would witness the presentation film in Hawaii in August. The film would be extensively shown during the ensuing year at the many FTD regional, state, and district meetings throughout the U. S. A more detailed description of FTD is attached.

As you may surmise, FTD members take pride in a special relationship they have enjoyed with the White House. For several years they have helped to decorate the White House for the Christmas season, an activity that has given great pleasure to the organization and its members. A cover from the FTD NEWS and photo story of this activity in December, 1974, is also enclosed.

I would be very glad to answer questions you may have. Mr. Hubert Beudert, executive vice president of FTD, has asked me to express his hope that Mrs. Ford will receive this award with the heartfelt good wishes of FTD members everywhere.

I would appreciate an opportunity to visit you at your convenience in order to discuss this proposal in more detail.

Sincerely yours,

GLS:jac
Enclosures

CC: Mrs. Sheila Weidenfeld ✓
Mr. Hubert Beudert

Gordon L. Smith

FTD NEWS

JANUARY 1975

FTD HOSPITAL FLOWER WORK PROVES SUCCESSFUL
MEMBERS FILL WHITE HOUSE WITH CHRISTMAS SPIRIT



IRENE HAYES WADLEY & SMYTHE MAX SCHLING



"EVERYTHING IS ALL SO VERY
IRENE HAYES, WADLEY & SMYTHE"



IRENE HAYES WADLEY & SMYTHE MAX SCHLING

470 PARK AVENUE AT 58TH STREET

NEW YORK Phone: 212/752-3535
212/753-1500
FTD 37-5329

Members Fill White House With Christmas Spirit

Glittering lights, colorful ornaments, rooms filled with flowers and holiday greens make Christmas a time of joy and celebration in millions of homes throughout the world.

The warmth and glowing in the nation's White House symbolizes America's celebration of Christmas.

Christmas is a special, unique event at the White House. Decorating the mansion takes a lot of time, work and effort to give it real warmth for the holiday season.

Twelve of the regional winners in the 1974 FTD Americas Cup competition responded affirmatively to invitations to join with the White House staff in decorating for the holidays.

Decorations began to be prepared and put into place in early December. Members each worked on the decorations for an average of two days.

Bill Dove, Bill Dove Flowers, Washington, D.C., was appointed as Betty Ford's consultant for the Christmas decorating. He and White House Chief Floral Designer Elmer "Rusty" Young supervised the decorations.

Mr. Dove has had experience decorating many government functions and noteworthy locations including the Metropolitan Gallery in Washington.

Mrs. Ford specified that the Christmas decorations use economical materials displaying American crafts with aesthetic value. Traditional Christmas colors were highlighted.

The focal point of the decorations was the Michigan Fir Christmas tree set up in the Blue Room. The 19½-foot high tree from Mayville, Mich., preserved a tradition started by President Benjamin Harrison.

The tree was entwined with wheat lights with an overlay of silver statice. Calico patchwork ornaments made by disadvantaged senior citizens from Appalachia, pine cones, sachets of spices and American Indian made baskets filled with gumdrops and ribbon candy enhanced the fir tree. Swags of blue moire, lined with calico



Charles Smith and Bill Dove of Bill Dove's Flowers, Washington, D.C., place a golden angel decoration above a portrait of the late President Dwight D. Eisenhower. Mr. Dove was the White House Christmas decorating consultant for 1974.



patchwork designs from all over the United States, were strung around the tree.

Small pieces of mirror in various shapes and sizes gave added glamour and reflection to the tree.

Members helped decorate the White House at different times during a 10-day period. The first few days they worked in the flower room. The rest of the time was spent decorating the State Dining Room, East Room, Red Room, Green Room, Blue Room and Diplomatic Reception Room.

Members decked the Christmas tree and decorated the entrance foyer and Great Hall with rope, wreaths and topiary ficus trees interspersed with red berries. Mantles were garnished with poinsettias and needle point ivy.

Mixed bowls of natural greens with clusters of statice, dried materials and red berries were placed throughout the White House.

FTD Flood Insurance Aids Kentucky Member

Martha Pierce, Nicholasville Florist, Nicholasville, Ky., is receiving \$2,906.70 from the FTD Flood and Earthquake Protection Program.

Mrs. Pierce is the first FTD Member in the United States to receive compensation for a loss under the insurance program. Her shop, like the other shops covered under the program, was damaged by a flood.

"This is just like a gift from heaven," Mrs. Pierce said. "I was pleased that I wasn't just put on the shelf," she added.

Close to three inches of rain in two hours put much of the city center of Nicholasville under water. A creek, located at the back of many of the local shops, overflowed and sent 15 inches of water and mud into the flower shop.

"This creek couldn't take care of the water that we had," she said. "I just looked in the back door of the shop and saw everything floating," she added.

The shop owner also noted "everything we had that had a motor was burned out. I'll tell you it really was a set back."

In addition to replacing electrical equipment, the flood left a layer of mud covering much of the merchandise on the shop's main floor. The shop

has no basement. The business has since moved to a new location—this one on a hill.

Mrs. Pierce totaled damage at \$3,906.70. FTD is covering the loss minus the \$1,000 deductible.

She also said she did not know she was insured against a flood until an FTD Member in a neighboring town told her about the FTD insurance program.

The FTD Flood and Earthquake Protection Program insures all active FTD Members against loss from damage to their shops by floods or earthquakes. It does not cover man-made disasters such as a fire.

The insurance program protects buildings, contents and the loss of net profit from FTD Members. The total amount for recovery per location is \$30,000.

To date the insurance program has aided Members in floods in Ontario and Manitoba.

"After learning of the flood insurance plan FTD had formed, the phrase 'It's Great To Be FTD' hardly seems adequate," notes Aubrey McCurdy, Aubrey McCurdy Flowers Ltd., Galt, Ont.

Mr. McCurdy was the first FTD Member to receive payment under the insurance program and he made the comments in a letter to FTD Headquarters.

"To the folks who spent many hours setting up the flood insurance program, my most sincere thank you," Mr. McCurdy said.

In another letter, Tammas Scott, Orchid Florists, Winnipeg, Man., noted "any type of flood or water insurance is not available in this area.

"Needless to say I was surprised and delighted when our fieldman advised me of the recent coverage FTD has applied to Member shops," he said.

"Our claim was processed with efficiency and dispatch," Mr. Scott said.

"There are many things that set FTD apart from other trade associations. This is what makes it great."



Nicholasville Florist's truck, bumper-high in water, was parked beside the flower shop.



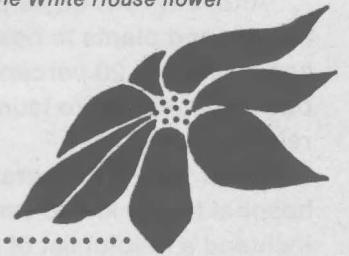
Walter Charron, Nosegay Flower Shop, Washington, D.C., assembles a table arrangement in the State Dining Room of the White House.



Among the early decorators at the White House were (l-r): Bruce Sandin, FTD eastern field supervisor, Walter Charron, Al Easton, Bob Blundy (White House staff), Juanita McKinney, Jim Mailloux, Bill Dove, Bob Sokolowski and Charles Smith. Additional FTD Members worked on decorations later during the week.



Juanita McKinney, Magnolia Flower Shop, Fort Campbell, Ky.; Jim Mailloux, Wright Flowers, West Lafayette, Ind.; Charles Smith, Bill Dove's Flowers; Bob Sokolowski, Buckingham Florist, Arlington, Va., and Al Easton, Easton's Flower Shop, Mt. Vernon, Ill., ready holiday greenery for assembly in the White House flower work room.



Members hung wreaths over windows from the ceiling with red moire fabric accented with matching bows. Wreaths in the Blue Room were made of mixed greens including noble fir, silver tip, cedar and juniper. These wreaths were hung with blue moire lines of calico fabric and finished with matching quilted moire bows.

A nativity scene was displayed in the East Room surrounded by cypress trees, lagustrum and red poinsettia topiary trees.

Flowers were used in baskets and vases throughout the mansion and on the 18-inch high Christmas trees in the red and green rooms.

Members prepared a few floral pieces for the use of the first family in their own quarters in the White House.

FTD President Robert Costin and Vice President Don Flowers presented a seasonal arrangement to the first family for their personal use.

Americas Cup Winner Phil Rulloda, Country Club Flowers, Phoenix, Ariz., and FTD's 1974 Florist of the Year, Al Easton, Easton's Flower Shop, Mt. Vernon, Ill., were among the Members participating in the White House decorations.

Other Americas Cup Regional Winners assisting with the decorating included: Virginia James, Laurette's Flower Shop, Rocky Hill, Conn.; Jane Bull, The Flower Cart, Inc., Baltimore; Robert Carr, Bos Floral House, Muskegon, Mich.; Jim Mailloux, Wright Flowers, West Lafayette, Ind.; Claude Harwood, Harwood's Florist and Ghses., Albermarle, N.C.; Lucy Hille, Welke's House of Roses, Milwaukee; Branson Baker, Baker's House of Flowers, Ardmore, Okla.; Bob Bigham, Brown's Flowers, Tacoma Wash.; Juanita McKinney, Magnolia Flower Shop, Fort Campbell, Ky., and Edward Von Bargen, Entenmann-Gotthardt Florists, Jersey City, N.J.

FTD Hospital Flower Work Proves Successful

Lewis and Sandra Hudson, Woodville Florist & Gift Shop, Woodville, Tex., have no doubts about it.

"We stood to lose 25 percent of our business," points out Mrs. Hudson. The 25 percent was business in hospital flowers.

And hospital flowers, as every florist knows, have been in for some criticism for allegedly harboring potentially harmful bacteria in the water.

It was not just a problem. It became, in the words of FTD Group Director of Marketing Charles T. Coyle, "a potential crisis" following the release of a research report in a British medical journal incriminating the hospital flowers.

"After all," Mr. Coyle points out, "sales of cut flowers and plants to hospitals represent approximately 20 percent of the average florist's business. We had to launch a full-scale, public relations program."

Part of the FTD program was the issuing of hospital flower kits to every FTD Member. The kits included a helpful list of hospital do's and don'ts as well as answers to the vital questions being asked by hospital administrators who were reading or hearing the adverse reports on hospital flowers.

Also included in the kit are positive statements on hospital flowers from the Center For Disease Control of the U.S. Public Health Service and other health officials and organizations.

The informational kits also were sent to all district representatives, district chairmen and FTD field service representatives. Additional ones are available from Headquarters upon request.

"With some slight variations, the kit also was sent to every allied association in the country," Mr. Coyle noted. "A specially-selected kit was sent to every state hospital association and every Blue Cross/Blue Shield plan in the country.

"The feedback is that the kit has really been effective," Mr. Coyle added.

FTD undertook a massive effort to tell the

public that reports which, in effect, said "flowers can kill sick people," were false. But in addition, it developed as much affirmative information as possible that flowers and green plants are "good medicine" for sick people from a psychological viewpoint.

FTD sent its commentator staff into hospitals to emphasize the positive, therapeutic value of flowers to the patients.

Under the "Design In Flowers" program, the commentator created a variety of floral designs for the patients who made up the audience.

Flowers and materials are described and frequently the arrangements are given away to hospital patients or the staff.

"We're putting the message across that the beauty of cut flowers and green plants act



Special Commentator Rex O'Meara presented this arrangement to a patient at Veterans Administration Hospital in New York City.

From: Edward Gottlieb & Associates
485 Madison Ave., New York 10022
(212) 421-9220 (Ron Odgers)

For: Florists' Transworld Delivery

FLORISTS' TRANSWORLD DELIVERY
BACKGROUND INFORMATION

Florists' Transworld Delivery (FTD), founded in 1910, is the world's oldest and largest inter-city retail florist organization.

It is composed of nearly 15,000 Member florists who directly service some 5,400 U.S. and Canadian cities and towns, and provide extended delivery service to an additional 80,000 communities. Latin America and parts of Asia also are serviced by FTD Member shops.

FTD is virtually unique in the American economy. Its business is the delivery -- within hours -- of flowers, plants and other gifts almost anywhere. It is not only a retail cooperative comprised of thousands of independent businessmen but a major business service (advertising, merchandising, research, consumer education, etc.).

FTD SALES VOLUME

Sales of FTD florists amounted to \$192,000,000 in the 1973-74 fiscal year, the highest in the organization's 64-year history. The comparable figure for the previous year was \$171,000,000 -- or a gain of 12.6 percent. The total number of FTD orders (transactions) in 1973-74 totaled 14,890,000, an increase of 5 percent.

FTD's preeminence as an inter-city flower-delivery network derives from the multitude of sales producing services it offers retail florists. Among the most visible are a multi-million dollar advertising program, an aggressive promotional program that now revolves around FTD members as "The Florist with the "Extra Touch," educating florists to be artists with flowers and consumers to better appreciate the beauty of flowers and plants.

The value of the organization to its members is underscored by the fact that orders for out-of-town delivery account for as much as 15 percent of the total sales volume of the average FTD member shop.

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HISTORY

Prior to the establishment of Florists' Transworld Delivery, flowers were sent by parcel post or express. As the nation grew, many florists recognized the inadequacy of this service, but lacked information on the location of floral shops across the country which would enable them to execute an order for out-of-town delivery.

With these problems in mind, a handful of the nation's top florists met in 1909 at the Chicago Flower Show, sponsored by the Society of American Florists and the Ornamental Horticulturists, and agreed to exchange orders between cities by forming the Florists' Telegraph Delivery Association. On August 18, 1910, fifteen florists gathered in Rochester, N.Y., adopted a constitution and bylaws, set down strict requirements for membership, elected officers, and established a trust fund to assure payments to one another.

In 1911, the Association had 315 members. By 1920, it had expanded to 1,200 members, and each florist was provided with a membership directly to aid in the exchange of orders.

By 1921, the public began to show its acceptance of a service which made it possible to send floral gifts to relatives and friends out-of-town. As the demand for this service increased, organizational requirements grew more complex. A central Clearing House was instituted to simplify the billing of flower orders. Located at FTD headquarters in Detroit, Michigan, the Clearing House operation is similar to that of a bank, and utilizes electronic data processing equipment for speed and accuracy. All member shops report their filled orders to the Clearing House and are credited or debited monthly.

In 1961, FTD introduced a new concept of purchasing floral arrangements from an illustrated catalog called the Selection Guide. Today, the Guide features pages of full color floral arrangements, plants, fruit, flowers and candy, and gifts from which the customer can choose.

more...

"SELECTION GUIDE" FOR CONSUMER

The Selection Guide lets the customer see exactly how his flower arrangement and/or gift order will look, whether the delivery point is ten miles or three thousand miles away. Research had shown that anxiety over "what would be delivered" was slowing expansion of inter-city sales. In the last ten years, thanks to the Selection Guide, the dollar value of inter-city orders has almost doubled. A glossy brochure version of the Guide is available to consumers at FTD shops.

In early 1966, the Association took another step to bring more business through its members' doors. Credit card agreements were negotiated with the Diners Club, American Express and Carte Blanche programs covering all FTD members.

In 1973, FTD launched an important marketing concept designed to expand the business of retail florists. The basic premise of the concept was that flowers are admittedly beautiful, but have a brief life span. Why not combine the beauty of flowers with a gift item that has more permanence?

EXTRA TOUCH FLORISTS

Thus was born what FTD calls "Extra Touch Specials." These are a series of exclusive gift containers to hold flowers or green plants, most of which were selected because they are conversation pieces and gift items in themselves. FTD publishes FLORIST, a monthly national magazine, and FTD NEWS, a monthly magazine for FTD florists.

ADMINISTRATION

FTD is wholly owned and controlled by its Members who annually elect and appoint their own officers, directors and committeemen to formulate major policies, administer the by-laws and carry out the decisions made by the members at their annual convention. Meetings are held regularly throughout the year, and delegates from various countries assemble annually to discuss the international system. To keep the organization running smoothly, an executive vice president spends full time at the national headquarters in Detroit, supervising the organization's staff of 150

more...

employees plus a 33-man field force. The fieldmen are constantly on the move throughout the United States and Canada, offering information and professional training to members on the many phases of the florist business.

INTERFLORA, INC.

The FTD international affiliate, Interflora, Inc., maintains its world headquarters in Zurich, Switzerland.

Interflora is made up of three organizations: Florists' Transworld Delivery, Interflora-British Unit (serving the United Kingdom, Ireland and the Commonwealth countries), and Fleurop-Interflora (serving Continental Europe and parts of Asia). An Interflora directory lists all members of the three organizations and contains floral and foreign phrase information to facilitate the transmission of floral orders. Since 1946, when Interflora was formed, its membership has grown to a current total of 44,000 florists in 130 countries (six behind the Iron Curtain). A floral arrangement catalog similar to the FTD Selection Guide is used as well.

In transmitting overseas orders, the florists use their own monetary exchange medium, the Fleurin, which is equal to about 33 cents in U.S. currency. Florists in any Interflora country can quickly translate Fleurin amounts into their local currency values using conversion charts supplied by Interflora. Use of the Fleurin eliminates the problem of figuring currency exchange rates between the countries in the Interflora network.

The growth of the overseas flower business was a major motivation for the Association's changing its name from Florists' Telegraph Delivery to Florists' Transworld Delivery in 1965.

MEMBERSHIP

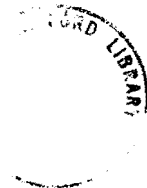
The qualifications are high: a florist must have operated his business for at least one year, have an excellent business reputation, and be highly professional at floral design. He must maintain a clean, attractive, well-equipped shop and

more...

provide competent delivery service. The Association maintains a rigid and constant self-policing program which periodically checks on every member to assure top service. FTD florists can be readily identified by the gold and black winged "Mercury" emblem displayed in their shops.

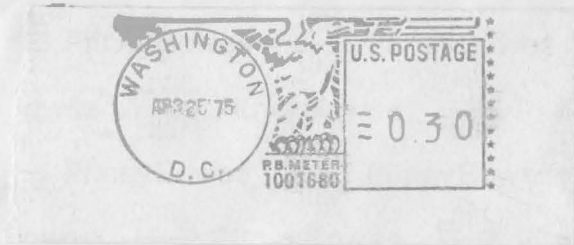
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EDWARD GOTTLIEB & ASSOCIATES LTD.

818-18TH STREET, N. W.
WASHINGTON, D. C. 20006



Mrs. Sheila Weidenfeld
Press Secretary to Mrs. Ford
The White House
Washington, D. C.



THE WHITE HOUSE

WASHINGTON

May 1, 1975

MEMORANDUM TO: ✓SHEILA WEIDENFELD
NANCY RUWE
PATTI MATSON

FROM: SUSAN PORTER

Mrs. Ford has received the attached request to present to her the Golden Rose, one of the foremost awards of American horticulture. Their letter is very full and descriptive. I frankly think it would be a very nice thing and given the White House dependence upon the generous services of people like Bill Dove, I think it would be especially nice. May I have your comments please?

Thank you.



*Golden Rose Award
Prize*

EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520

CABLE ADDRESS: EDGOTTLIEB

June 26, 1975

Miss Susan Porter
Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

Dear Susan:

As you can imagine, there is great excitement at Florists' Transworld Delivery as a result of your call yesterday. In fact, our president, Bob Costin, is making a special trip back from Europe for the occasion.

I am enclosing a list of the people whom we would like to have present. They are the principal officers of FTD and their wives as appropriate, a few individuals from my organization, and the camera crew. In addition, I will have a still photographer whose name I will give you as soon as possible. The film crew, which consists of Joseph Cordo and one assistant, would like to come in, if possible, a little earlier in the day in order to look over the site where the ceremony is to take place.

I will prepare some remarks for Mr. Costin, who will make the actual presentation, and submit copies to you in advance, as well as to Sheila. Meantime, I will talk to her directly about press coverage. We are planning to make color photographs for use in the August and September issues of the FTD magazines, FTD NEWS and FLORIST.

Sincerely,

Gordon L. Smith

GLS:jac
Enclosure

CC: Mrs. Sheila Weidenfeld



RE: Persons to attend presentation of Golden Rose to Mrs. Gerald R. Ford
by Florists' Transworld Delivery Association, July 2, 1975, 3:30 PM

Robert Paul Costin (President, Florists' Transworld Delivery)
362 N.E. 5th Avenue
Delray Beach, Florida 33444
Soc. Sec. No. 011-26-9898
Born: Cambridge, Massachusetts
July 18, 1934

Richard Donald Flowers (Vice President, FTD)
3231 Offutt Road
Randallstown, Maryland 21133
Soc. Sec. No. 214-26-7944
Born: Baltimore, Maryland
February 19, 1929

Julia Lawrence Flowers (Mrs. R. Donald)
3231 Offutt Road
Randallstown, Maryland 21133
Soc. Sec. No. 214-26-8691
Born: Baltimore, Maryland
May 3, 1929

Hubert J. Beudert (Executive Vice President, FTD)
5568 Fieldston Court
Birmingham, Michigan 48010
Soc. Sec. No. 080-14-1524
Born: Brooklyn, New York
February 14, 1921

Salvatore Vincent Guzzo (Director, Region 3, FTD)
120 Lindsay Road
Carnegie, Pennsylvania 15106
Soc. Sec. No. 187-22-2288
Born: Pittsburgh, Pennsylvania
March 14, 1931

Lyman Wright Keefe (District 3-G Representative, FTD)
2800 Quebec Street, N. W.
Washington, D. C. 20008
Soc. Sec. No. 578-44-0676
Born: Peekskill, New York
September 19, 1917

Anna Mae Keefe (Mrs. Lyman)
2800 Quebec Street, N. W.
Washington, D. C. 20008
Soc. Sec. No. 577-28-9514
Born: Ballston, Virginia (now part of Arlington, Va.)
June 11, 1922

Frederick Granville Loffler Gude (Past President, FTD)
Winterburn Farm
Laurel, Maryland 20810
Soc. Sec. No. 578-07-8958
Born: Washington, D. C.
January 6, 1903



Bessie Duvall Gude (Mrs. Granville)
Winterburn Farm
Laurel, Maryland 20810
Soc. Sec. No. 217-46-9776
Born: Washington, D. C.
July 8, 1904

Elaine Duvall Gude (District 3-G Chairman, FTD)
6200 Westchester Park Drive, Apt. 1116
College Park, Maryland 20740
Soc. Sec. No.
Born: Washington, D. C.
October 26, 1935

Ronald Roy Odgers (Edward Gottlieb & Associates)
260 Garth Road, Apt. 8B-4
Scarsdale, New York 10583
Soc. Sec. No. 366-32-4909
Born: Grosse Pointe Farms, Wayne Co., Michigan
January 15, 1933

Gordon Lowell Smith (Edward Gottlieb & Associates)
1504 Crofton Parkway
Crofton, Maryland 21114
Soc. Sec. No. 304-20-2831
Born: Lyons, Kansas
November 21, 1924

Jo Ann Snyder Childress (Edward Gottlieb & Associates)
5013 Caryn Court, Apt. 101
Alexandria, Virginia 22312
Soc. Sec. No. 233-38-6683
Born: Charleston, West Virginia
September 5, 1926

Joseph Cordo, Jr. (photographer, Camera 1)
2 Harding Road
Glen Rock, New Jersey 07452
Soc. Sec. No. 115-24-3424
Born: Brooklyn, New York
June 23, 1933

Clarence Schmidt (photographer, Camera 1)
81 Gordon Street
Garden City, New York
Soc. Sec. No. 086-05-1962
Born: Bronx, New York
November 10, 1903

Morris Semiatin (Ankers Capitol Photographers)
3910 Gannon Road
Wheaton, Maryland 20902
Soc. Sec. No. 216-20-0987
Born: Baltimore, Maryland
June 1, 1926



Cecilia R. Guzzo (Mrs. Salvatore V.)
120 Lindsay Road
Carnegie, Pennsylvania 15106
Soc. Sec. No. 198-24-0427
Born: Pittsburgh, Pennsylvania
March 31, 1932



SHEILA

Date Issued 6/27/75

By _____

Revised _____

FACT SHEET
Mrs. Ford's Office

Event Accept the Golden Rose Award

Group Florists' Transworld Delivery

DATE/TIME Wednesday, July 2, 1975 3:30 p.m.

Contact Mr. Gordon L. Smith Phone 331-7520

Number of guests: Total 18 Women x Men x Children _____

Place Photo in Rose Garden Reception in Dip. Reception Room

Principals involved Mrs. Ford

Participation by Principal Photo/Reception (Receiving line) _____

Remarks required Background for thank you remarks

Background Mrs. Ford will accept one of the foremost awards of American horticulture, the Golden Rose. Recipients of the Golden Rose have ranged from world leaders such as Prime Minister Trudeau, Margaret Chase Smith, REQUIREMENTS Everett Dirksen, to lesser known persons who have enriched the lives of others.

Social: Guest list Mr. Gordon L. Smith to Susan Porter

Invitations _____ Programs _____ Menus _____

Refreshments Yes (Ice tea, coffee, and appropriate cookies)

Entertainment _____

Decorations/flowers Yes, normal for Diplomatic Reception Room

Music _____

Social Aides _____

Dress _____ Coat check _____

Other Officer stand-by for Special WH Tour afterwards.

Press: Reporters Yes

Photographers Yes

TV Crews Yes

White House Photographers Yes Color _____ Mono. _____

Other _____

Technical Support: Microphones _____ PA Other Rooms _____

Recording _____

Lights _____

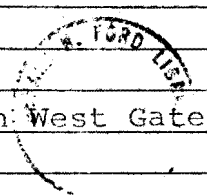
Transportation _____

Parking South Drive ENTRANCE: South West Gate

Housing _____

Other _____ (Risers, stage, platforms)

Project Co-ordinator Susan Porter Phone x2850



Site diagrams should be attached if technical support is heavy.

EDWARD GOTTLIEB & ASSOCIATES LTD.

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June 26, 1975

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The White House
Washington, D. C. 20500

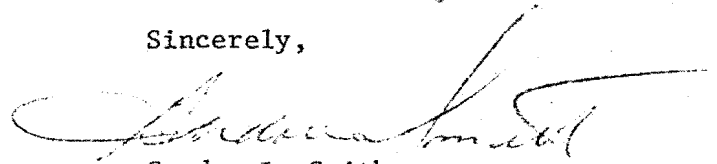
Dear Susan:

As you can imagine, there is great excitement at Florists' Transworld Delivery as a result of your call yesterday. In fact, our president, Bob Costin, is making a special trip back from Europe for the occasion.

I am enclosing a list of the people whom we would like to have present. They are the principal officers of FTD and their wives as appropriate, a few individuals from my organization, and the camera crew. In addition, I will have a still photographer whose name I will give you as soon as possible. The film crew, which consists of Joseph Cordo and one assistant, would like to come in, if possible, a little earlier in the day in order to look over the site where the ceremony is to take place.

I will prepare some remarks for Mr. Costin, who will make the actual presentation, and submit copies to you in advance, as well as to Sheila. Meantime, I will talk to her directly about press coverage. We are planning to make color photographs for use in the August and September issues of the FTD magazines, FTD NEWS and FLORIST.

Sincerely,



Gordon L. Smith

GLS:jac
Enclosure

CC: Mrs. Sheila Weidenfeld



THE WHITE HOUSE
WASHINGTON

2nd
del July 3.
3pm

Dear Mrs. Ford,

You have been invited by the Florists' Transworld Delivery to accept one of the foremost awards of American horticulture, the Golden Rose. Recipients of the Golden Rose have ranged from world leaders such as Prime Minister Trudeau, Margaret Chase Smith, Everett Dirksen, to lesser known persons who have enriched the lives of others. They would like to present the Golden Rose to you in the Rose Garden sometime in June. Mr. Smith's letter is very full and descriptive.

I think this would be a very nice thing for you to do and given the White House dependence upon the generous services of people like Bill Dove, I think it would be particularly nice.

✓ Accept Golden Rose award in Rose Garden;
suggest ~~Tuesday, June 24~~, at ~~2:00~~ p.m. (hair
appointment in a.m.)

Regret

WED, JULY 2, 1975
3:30 p.m.
REFRESHMENTS
IN DIR ROOM.

Thank you,

susan SP



THE WHITE HOUSE

WASHINGTON

May 1, 1975

MEMORANDUM TO: SHEILA WEIDENFELD
NANCY RUWE
✓PATTI MATSON

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Thank you.

*I think its for some reason,
I can't get real excited,
but maybe we could
someday zip it up.
have of do an arrangement ??
maybe ok*



EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520

CABLE ADDRESS: EDGOTTLIEB

April 25, 1975

Miss Susan Porter
Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

Dear Miss Porter:

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Recipients of the Golden Rose have ranged from world leaders to lesser known persons who have enriched the lives of others. They include former Senators Margaret Chase Smith, Everett Dirksen, and Spessard Holland; Prime Minister Pierre Trudeau; the officers of the Tournament of Roses; White House floral designer Elmer Young; Robert Dowling of Sterling Forest Gardens; and others.

First Ladies of the United States have all brought singular talents and ideas to the use of flowers and plants in the White House setting. Millions of people have had their visits enriched because of the ways in which First Ladies have presented the White House to the public. Therefore, the Board of Directors of FTD wish to honor Mrs. Ford and, through her, all American First Ladies. The purpose of this letter is to inquire whether Mrs. Ford would receive the Golden Rose as a tribute to her and to her predecessors some time during the month of June, 1975.



Miss Susan Porter
April 25, 1975
Page two

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FTD is a nonprofit service organization of 13,000 retail florist members in the U. S. It is the oldest and largest such group in the floriculture industry, which in turn is composed of some 50,000 independent small businessmen and their families. We anticipate that 3,000 to 3,500 persons would witness the presentation film in Hawaii in August. The film would be extensively shown during the ensuing year at the many FTD regional, state, and district meetings throughout the U. S. A more detailed description of FTD is attached.

As you may surmise, FTD members take pride in a special relationship they have enjoyed with the White House. For several years they have helped to decorate the White House for the Christmas season, an activity that has given great pleasure to the organization and its members. A cover from the FTD NEWS and photo story of this activity in December, 1974, is also enclosed.

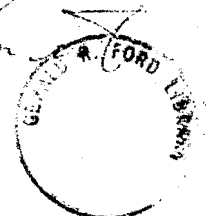
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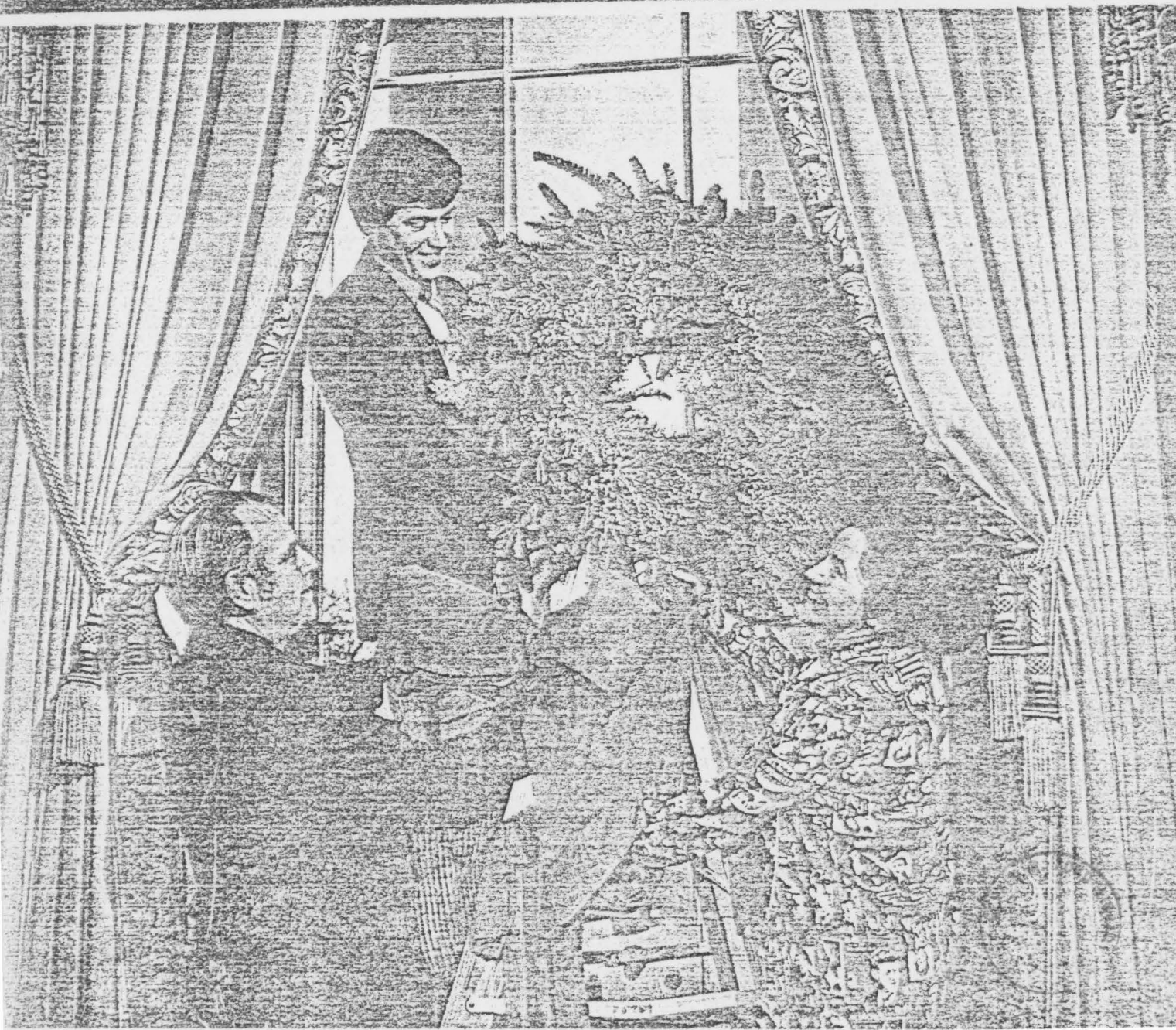
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Enclosures
CC: Mrs. Sheila Weidenfeld
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FTD NEWS

JANUARY 1975

FTD HOSPITAL FLOWER WORK PROVES SUCCESSFUL
MEMBERS FILL WHITE HOUSE WITH CHRISTMAS SPIRIT



Members Fill White House With Christmas Spirit

Glittering lights, colorful ornaments, rooms filled with flowers and holiday greens make Christmas a time of joy and celebration in millions of homes throughout the world.

The warmth and glowing in the nation's White House symbolizes America's celebration of Christmas.

Christmas is a special, unique event at the White House. Decorating the mansion takes a lot of time, work and effort to give it real warmth for the holiday season.

Twelve of the regional winners in the 1974 FTD Americas Cup competition responded affirmatively to invitations to join with the White House staff in decorating for the holidays.

Decorations began to be prepared and put into place in early December. Members each worked on the decorations for an average of two days.

Bill Dove, Bill Dove Flowers, Washington, D.C., was appointed as Betty Ford's consultant for the Christmas decorating. He and White House Chief Floral Designer Elmer "Rusty" Young supervised the decorations.

Mr. Dove has had experience decorating many government functions and noteworthy locations including the Metropolitan Gallery in Washington.

Mrs. Ford specified that the Christmas decorations use economical materials displaying American crafts with aesthetic value. Traditional Christmas colors were highlighted.

The focal point of the decorations was the Michigan Fir Christmas tree set up in the Blue Room. The 19½-foot high tree from Mayville, Mich., preserved a tradition started by President Benjamin Harrison.

The tree was entwined with wheat lights with an overlay of silver statice. Calico patchwork ornaments made by disadvantaged senior citizens from Appalachia, pine cones, sachets of spices and American Indian made baskets filled with gumdrops and ribbon candy enhanced the fir tree. Swags of blue moire, lined with calico



Charles Smith and Bill Dove of Bill Dove's Flowers, Washington, D.C., place a golden angel decoration above a portrait of the late President Dwight D. Eisenhower. Mr. Dove was the White House Christmas decorating consultant for 1974.



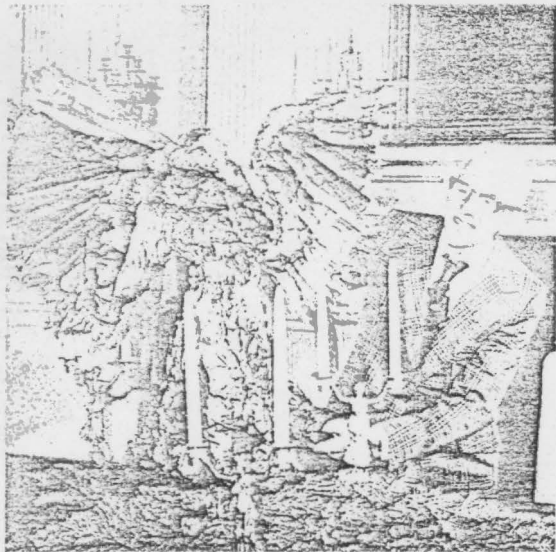
patchwork designs from all over the United States, were strung around the tree.

Small pieces of mirror in various shapes and sizes gave added glamour and reflection to the tree.

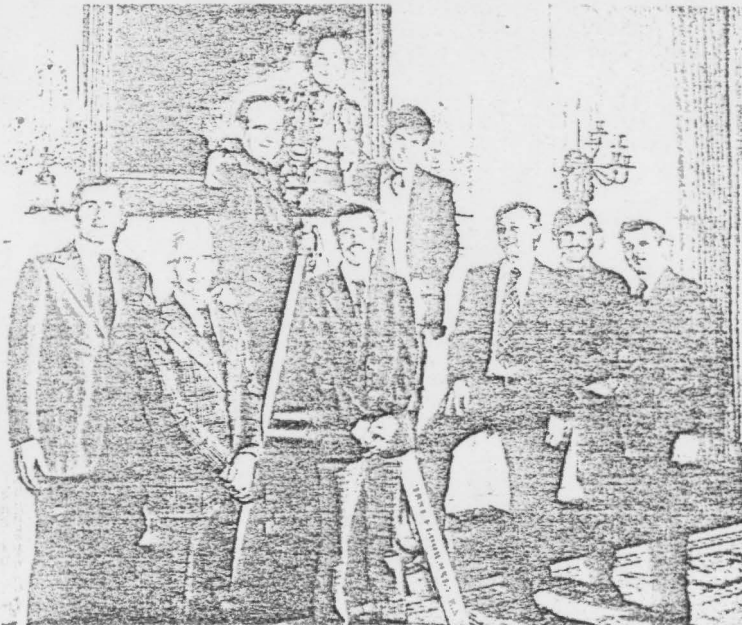
Members helped decorate the White House at different times during a 10-day period. The first few days they worked in the flower room. The rest of the time was spent decorating the State Dining Room, East Room, Red Room, Green Room, Blue Room and Diplomatic Reception Room.

Members decked the Christmas tree and decorated the entrance foyer and Great Hall with rope, wreaths and topiary ficus trees interspersed with red berries. Mantles were garnished with poinsettias and needle point ivy.

Mixed bowls of natural greens with clusters of statice, dried materials and red berries were placed throughout the White House.



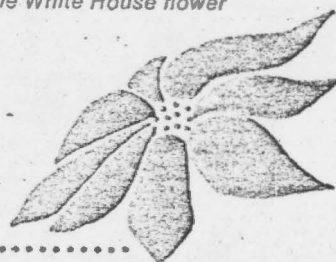
Walter Charron, Nosegay Flower Shop, Washington, D.C., assembles a table arrangement in the State Dining Room of the White House.



Among the early decorators at the White House were (l-r): Bruce Sandin, FTD eastern field supervisor, Walter Charron, Al Easton, Bob Blundy (White House staff), Juanita McKinney, Jim Mailloux, Bill Dove, Bob Sokolowski and Charles Smith. Additional FTD Members worked on decorations later during the week.



Juanita McKinney, Magnolia Flower Shop, Fort Campbell, Ky.; Jim Mailloux, Wright Flowers, West Lafayette, Ind.; Charles Smith, Bill Dove's Flowers; Bob Sokolowski, Buckingham Florist, Arlington, Va., and Al Easton, Easton's Flower Shop, Mt. Vernon, Ill., ready holiday greenery for assembly in the White House flower workroom.



Members hung wreaths over windows from the ceiling with red moire fabric accented with matching bows. Wreaths in the Blue Room were made of mixed greens including noble fir, silver tip, cedar and juniper. These wreaths were hung with blue moire lines of calico fabric and finished with matching quilted moire bows.

A nativity scene was displayed in the East Room surrounded by cypress trees, lagustrum and red poinsettia topiary trees.

Flowers were used in baskets and vases throughout the mansion and on the 18-inch high Christmas trees in the red and green rooms.

Members prepared a few floral pieces for the use of the first family in their own quarters in the White House.

FTD President Robert Costin and Vice President Don Flowers presented a seasonal arrangement to the first family for their personal use.

Americas Cup Winner Phil Rulloda, Country Club Flowers, Phoenix, Ariz., and FTD's 1974 Florist of the Year, Al Easton, Easton's Flower Shop, Mt. Vernon, Ill., were among the Members participating in the White House decorations.

Other Americas Cup Regional Winners assisting with the decorating included: Virginia James, Lurette's Flower Shop, Rocky Hill, Conn.; Jane Bull, The Flower Cart, Inc., Baltimore; Robert Carr, Bos Floral House, Muskegon, Mich.; Jim Mailloux, Wright Flowers, West Lafayette, Ind.; Claude Harwood, Harwood's Florist and Ghses., Albermarle, N.C.; Lucy Hille, Welke's House of Roses, Milwaukee; Branson Baker, Baker's House of Flowers, Ardmore, Okla.; Bob Bigam, Brown's Flowers, Tacoma Wash.; Juanita McKinney, Magnolia Flower Shop, Fort Campbell, Ky., and Edward Von Bargen, Entenmann-Gotthardt Florists, Jersey City, N.J.

From: Edward Gottlieb & Associates
485 Madison Ave., New York 10022
(212) 421-9220 (Ron Odgers)

For: Florists' Transworld Delivery

FLORISTS' TRANSWORLD DELIVERY
BACKGROUND INFORMATION

Florists' Transworld Delivery (FTD), founded in 1910, is the world's oldest and largest inter-city retail florist organization.

It is composed of nearly 15,000 Member florists who directly service some 5,400 U.S. and Canadian cities and towns, and provide extended delivery service to an additional 80,000 communities. Latin America and parts of Asia also are serviced by FTD Member shops.

FTD is virtually unique in the American economy. Its business is the delivery -- within hours -- of flowers, plants and other gifts almost anywhere. It is not only a retail cooperative comprised of thousands of independent businessmen but a major business service (advertising, merchandising, research, consumer education, etc.).

FTD SALES VOLUME

Sales of FTD florists amounted to \$192,000,000 in the 1973-74 fiscal year, the highest in the organization's 64-year history. The comparable figure for the previous year was \$171,000,000 -- or a gain of 12.6 percent. The total number of FTD orders (transactions) in 1973-74 totaled 14,890,000, an increase of 5 percent.

FTD's preeminence as an inter-city flower-delivery network derives from the multitude of sales producing services it offers retail florists. Among the most visible are a multi-million dollar advertising program, an aggressive promotional program that now revolves around FTD members as "The Florist with the "Extra Touch," educating florists to be artists with flowers and consumers to better appreciate the beauty of flowers and plants.

The value of the organization to its members is underscored by the fact that orders for out-of-town delivery account for as much as 15 percent of the total sales volume of the average FTD member shop.

HISTORY

Prior to the establishment of Florists' Transworld Delivery, flowers were sent by parcel post or express. As the nation grew, many florists recognized the inadequacy of this service, but lacked information on the location of floral shops across the country which would enable them to execute an order for out-of-town delivery.

With these problems in mind, a handful of the nation's top florists met in 1909 at the Chicago Flower Show, sponsored by the Society of American Florists and the Ornamental Horticulturists, and agreed to exchange orders between cities by forming the Florists' Telegraph Delivery Association. On August 18, 1910, fifteen florists gathered in Rochester, N.Y., adopted a constitution and bylaws, set down strict requirements for membership, elected officers, and established a trust fund to assure payments to one another.

In 1911, the Association had 315 members. By 1920, it had expanded to 1,200 members, and each florist was provided with a membership directly to aid in the exchange of orders.

By 1921, the public began to show its acceptance of a service which made it possible to send floral gifts to relatives and friends out-of-town. As the demand for this service increased, organizational requirements grew more complex. A central Clearing House was instituted to simplify the billing of flower orders. Located at FTD headquarters in Detroit, Michigan, the Clearing House operation is similar to that of a bank, and utilizes electronic data processing equipment for speed and accuracy. All member shops report their filled orders to the Clearing House and are credited or debited monthly.

In 1961, FTD introduced a new concept of purchasing floral arrangements from an illustrated catalog called the Selection Guide. Today, the Guide features pages of full color floral arrangements, plants, fruit, flowers and candy, and gifts from which the customer can choose.

more...



"SELECTION GUIDE" FOR CONSUMER

The Selection Guide lets the customer see exactly how his flower arrangement and/or gift order will look, whether the delivery point is ten miles or three thousand miles away. Research had shown that anxiety over "what would be delivered" was slowing expansion of inter-city sales. In the last ten years, thanks to the Selection Guide, the dollar value of inter-city orders has almost doubled. A glossy brochure version of the Guide is available to consumers at FTD shops.

In early 1966, the Association took another step to bring more business through its members' doors. Credit card agreements were negotiated with the Diners Club, American Express and Carte Blanche programs covering all FTD members.

In 1973, FTD launched an important marketing concept designed to expand the business of retail florists. The basic premise of the concept was that flowers are admittedly beautiful, but have a brief life span. Why not combine the beauty of flowers with a gift item that has more permanence?

EXTRA TOUCH FLORISTS

Thus was born what FTD calls "Extra Touch Specials." These are a series of exclusive gift containers to hold flowers or green plants, most of which were selected because they are conversation pieces and gift items in themselves. FTD publishes FLORIST, a monthly national magazine, and FTD NEWS, a monthly magazine for FTD florists.

ADMINISTRATION

FTD is wholly owned and controlled by its Members who annually elect and appoint their own officers, directors and committeemen to formulate major policies, administer the by-laws and carry out the decisions made by the members at their annual convention. Meetings are held regularly throughout the year, and delegates from various countries assemble annually to discuss the international system. To keep the organization running smoothly, an executive vice president spends full time at the national headquarters in Detroit, supervising the organization's staff of 150

more...

employees plus a 33-man field force. The fieldmen are constantly on the move throughout the United States and Canada, offering information and professional training to members on the many phases of the florist business.

INTERFLORA, INC.

The FTD international affiliate, Interflora, Inc., maintains its world headquarters in Zurich, Switzerland.

Interflora is made up of three organizations: Florists' Transworld Delivery, Interflora-British Unit (serving the United Kingdom, Ireland and the Commonwealth countries), and Fleurop-Interflora (serving Continental Europe and parts of Asia). An Interflora directory lists all members of the three organizations and contains floral and foreign phrase information to facilitate the transmission of floral orders. Since 1946, when Interflora was formed, its membership has grown to a current total of 44,000 florists in 130 countries (six behind the Iron Curtain). A floral arrangement catalog similar to the FTD Selection Guide is used as well.

In transmitting overseas orders, the florists use their own monetary exchange medium, the Fleurin, which is equal to about 33 cents in U.S. currency. Florists in any Interflora country can quickly translate Fleurin amounts into their local currency values using conversion charts supplied by Interflora. Use of the Fleurin eliminates the problem of figuring currency exchange rates between the countries in the Interflora network.

The growth of the overseas flower business was a major motivation for the Association's changing its name from Florists' Telegraph Delivery to Florists' Transworld Delivery in 1965.

MEMBERSHIP

The qualifications are high: a florist must have operated his business for at least one year, have an excellent business reputation, and be highly professional at floral design. He must maintain a clean, attractive, well-equipped shop and

more...

May 1, 1975

MEMORANDUM TO: SHEILA WEIDENFELD
NANCY RUME
PATTI MATSON

FROM: SUSAN PORTER

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Thank you.

EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520
CABLE ADDRESS: EDGOTTLIEB

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Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

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Miss Susan Porter
April 25, 1975
Page two

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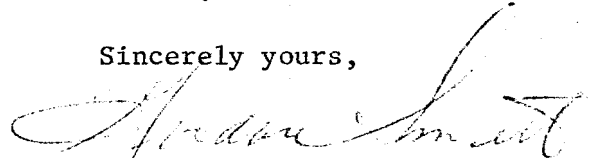
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Sincerely yours,



Gordon L. Smith

GLS:jac
Enclosures
CC: Mrs. Sheila Weidenfeld
Mr. Hubert Beudert



provide competent delivery service. The Association maintains a rigid and constant self-policing program which periodically checks on every member to assure top service. FTD florists can be readily identified by the gold and black winged "Mercury" emblem displayed in their shops.

###

2/75



PATTI

Date Issued 6/27/75

By _____

Revised _____

FACT SHEET
Mrs. Ford's Office

Event Accept the Golden Rose Award

Group Florists' Transworld Delivery

DATE/TIME Wednesday, July 2, 1975 3:30 p.m.

Contact Mr. Gordon L. Smith Phone 331-7520

Number of guests: Total 18 Women x Men x Children _____

Place Photo in Rose Garden Reception in Dip. Reception Room

Principals involved Mrs. Ford

Participation by Principal Photo/Reception (Receiving line) _____

Remarks required Background for thank you remarks

Background Mrs. Ford will accept one of the foremost awards of American horticulture, the Golden Rose. Recipients of the Golden Rose have ranged from world leaders such as Prime Minister Trudeau, Margaret Chase Smith, REQUIREMENTS Everett Dirksen, to lesser known persons who have enriched the lives of others.

Social: Guest list Mr. Gordon L. Smith to Susan Porter

Invitations _____ Programs _____ Menus _____

Refreshments Yes (Ice tea, coffee, and appropriate cookies)

Entertainment _____

Decorations/flowers Yes, normal for Diplomatic Reception Room

Music _____

Social Aides _____

Dress _____ Coat check _____

Other Officer stand-by for Special WH Tour afterwards.

Press: Reporters Yes

Photographers Yes

TV Crews Yes

White House Photographers Yes Color _____ Mono. _____

Other _____

Technical Support: Microphones _____ PA Other Rooms _____

Recording _____

Lights _____

Transportation _____

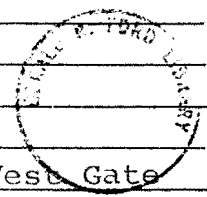
Parking South Drive ENTRANCE: South West Gate

Housing _____

Other (Risers, stage, platforms)

Project Co-ordinator Susan Porter Phone x2850

Site diagrams should be attached if technical support is heavy.



EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520

CABLE ADDRESS: EDGOTTLIEB

June 26, 1975

Miss Susan Porter
Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

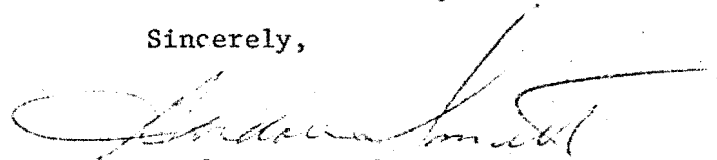
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Enclosure

CC: Mrs. Sheila Weidenfeld



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WASHINGTON

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3pm

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Accept Golden Rose award in Rose Garden;
suggest ~~Tuesday, June 24~~, at ~~2:00~~ p.m. (hair
appointment in a.m.)

Regret

Handwritten: WED, JULY 2, 1975
3:30 P.M.
REFRESHMENTS
IN DIR. ROOM.

Thank you,

susan SP



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WASHINGTON

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Recipients of the Golden Rose have ranged from world leaders to lesser known persons who have enriched the lives of others. They include former Senators Margaret Chase Smith, Everett Dirksen, and Spessard Holland; Prime Minister Pierre Trudeau; the officers of the Tournament of Roses; White House floral designer Elmer Young; Robert Dowling of Sterling Forest Gardens; and others.

First Ladies of the United States have all brought singular talents and ideas to the use of flowers and plants in the White House setting. Millions of people have had their visits enriched because of the ways in which First Ladies have presented the White House to the public. Therefore, the Board of Directors of FTD wish to honor Mrs. Ford and, through her, all American First Ladies. The purpose of this letter is to inquire whether Mrs. Ford would receive the Golden Rose as a tribute to her and to her predecessors some time during the month of June, 1975.

Miss Susan Porter
April 25, 1975
Page two

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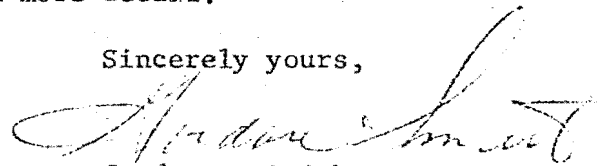
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As you may surmise, FTD members take pride in a special relationship they have enjoyed with the White House. For several years they have helped to decorate the White House for the Christmas season, an activity that has given great pleasure to the organization and its members. A cover from the FTD NEWS and photo story of this activity in December, 1974, is also enclosed.

I would be very glad to answer questions you may have. Mr. Hubert Beudert, executive vice president of FTD, has asked me to express his hope that Mrs. Ford will receive this award with the heartfelt good wishes of FTD members everywhere.

I would appreciate an opportunity to visit you at your convenience in order to discuss this proposal in more detail.

Sincerely yours,



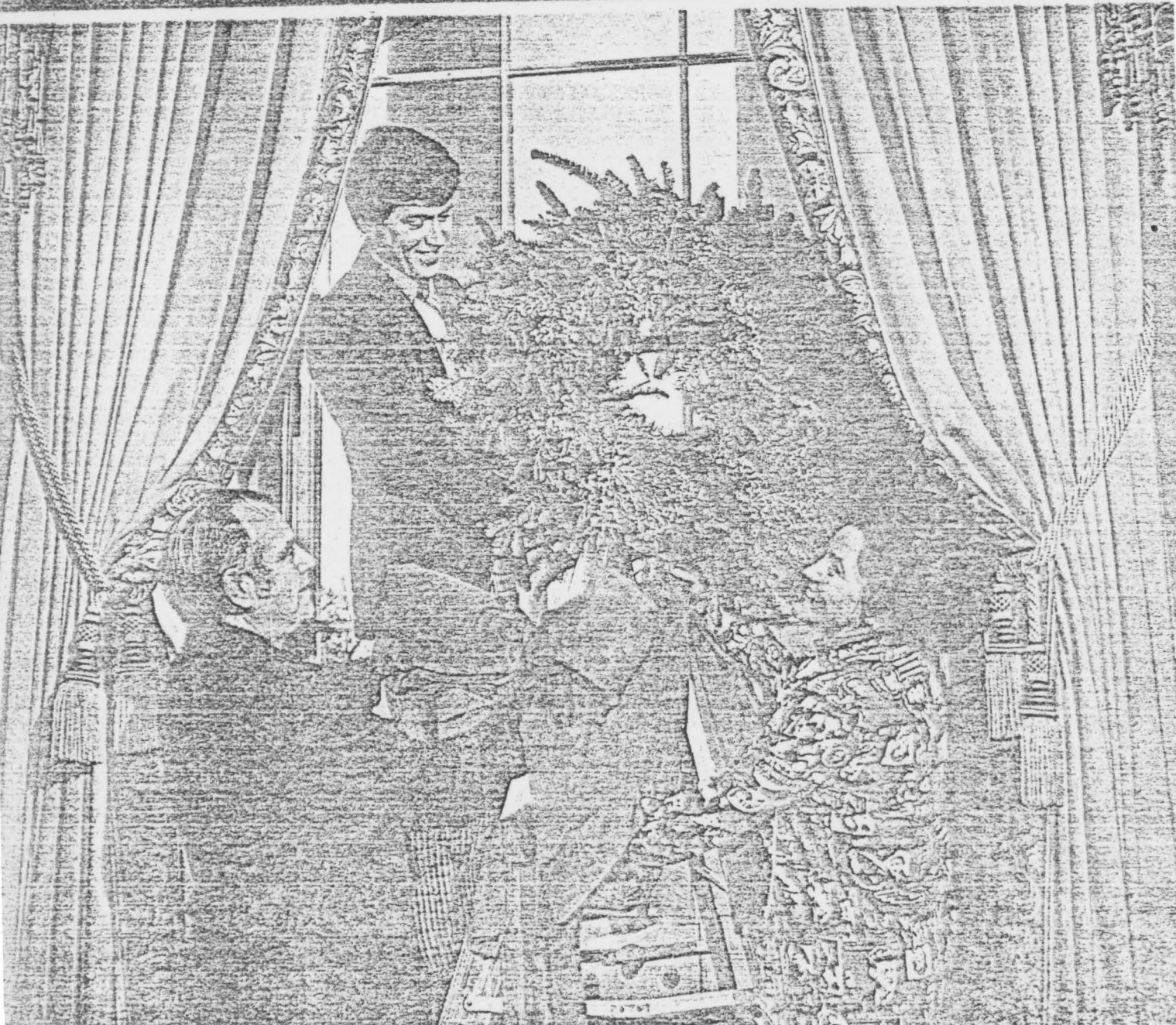
Gordon L. Smith

GLS:jac
Enclosures
CC: Mrs. Sheila Weidenfeld
Mr. Hubert Beudert

FTD NEWS

JANUARY 1975

FTD HOSPITAL FLOWER WORK PROVES SUCCESSFUL
MEMBERS FILL WHITE HOUSE WITH CHRISTMAS SPIRIT



Members Fill White House With Christmas Spirit

Glittering lights, colorful ornaments, rooms filled with flowers and holiday greens make Christmas a time of joy and celebration in millions of homes throughout the world.

The warmth and glowing in the nation's White House symbolizes America's celebration of Christmas.

Christmas is a special, unique event at the White House. Decorating the mansion takes a lot of time, work and effort to give it real warmth for the holiday season.

Twelve of the regional winners in the 1974 FTD Americas Cup competition responded affirmatively to invitations to join with the White House staff in decorating for the holidays.

Decorations began to be prepared and put into place in early December. Members each worked on the decorations for an average of two days.

Bill Dove, Bill Dove Flowers, Washington, D.C., was appointed as Betty Ford's consultant for the Christmas decorating. He and White House Chief Floral Designer Elmer "Rusty" Young supervised the decorations.

Mr. Dove has had experience decorating many government functions and noteworthy locations including the Metropolitan Gallery in Washington.

Mrs. Ford specified that the Christmas decorations use economical materials displaying American crafts with aesthetic value. Traditional Christmas colors were highlighted.

The focal point of the decorations was the Michigan Fir Christmas tree set up in the Blue Room. The 19½-foot high tree from Mayville, Mich., preserved a tradition started by President Benjamin Harrison.

The tree was entwined with wheat lights with an overlay of silver static. Calico patchwork ornaments made by disadvantaged senior citizens from Appalachia, pine cones, sachets of spices and American Indian made baskets filled with gumdrops and ribbon candy enhanced the fir tree. Swags of blue moire, lined with calico



Charles Smith and Bill Dove of Bill Dove's Flowers, Washington, D.C., place a golden angel decoration above a portrait of the late President Dwight D. Eisenhower. Mr. Dove was the White House Christmas decorating consultant for 1974.



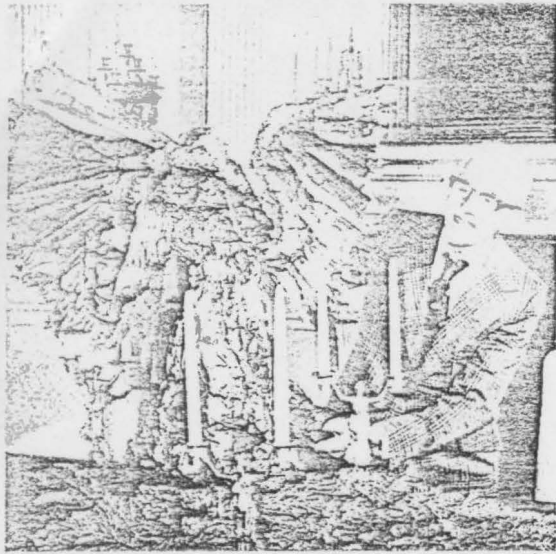
patchwork designs from all over the United States, were strung around the tree.

Small pieces of mirror in various shapes and sizes gave added glamour and reflection to the tree.

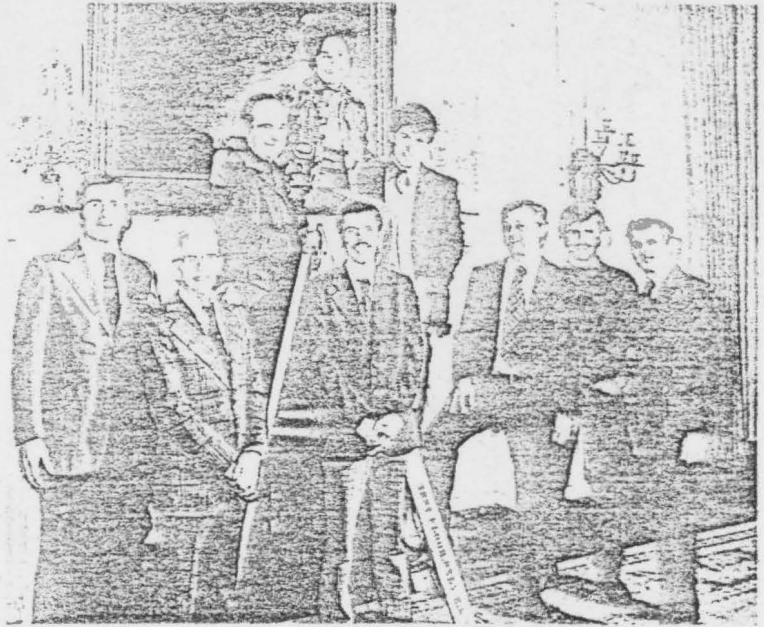
Members helped decorate the White House at different times during a 10-day period. The first few days they worked in the flower room. The rest of the time was spent decorating the State Dining Room, East Room, Red Room, Green Room, Blue Room and Diplomatic Reception Room.

Members decked the Christmas tree and decorated the entrance foyer and Great Hall with rope, wreaths and topiary ficus trees interspersed with red berries. Mantles were garnished with poinsettias and needle point ivy.

Mixed bowls of natural greens with clusters of static, dried materials and red berries were placed throughout the White House.



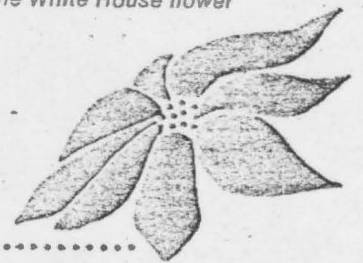
Walter Charron, Nosegay Flower Shop, Washington, D.C., assembles a table arrangement in the State Dining Room of the White House.



Among the early decorators at the White House were (l-r): Bruce Sandin, FTD eastern field supervisor, Walter Charron, Al Easton, Bob Blundy (White House staff), Juanita McKinney, Jim Mailloux, Bill Dove, Bob Sokolowski and Charles Smith. Additional FTD Members worked on decorations later during the week.



Juanita McKinney, Magnolia Flower Shop, Fort Campbell, Ky.; Jim Mailloux, Wright Flowers, West Lafayette, Ind.; Charles Smith, Bill Dove's Flowers; Bob Sokolowski, Buckingham Florist, Arlington, Va., and Al Easton, Easton's Flower Shop, Mt. Vernon, Ill., ready holiday greenery for assembly in the White House flower workroom.



Members hung wreaths over windows from the ceiling with red moire fabric accented with matching bows. Wreaths in the Blue Room were made of mixed greens including noble fir, silver tip, cedar and juniper. These wreaths were hung with blue moire lines of calico fabric and finished with matching quilted moire bows.

A nativity scene was displayed in the East Room surrounded by cypress trees, lagustrum and red poinsettia topiary trees.

Flowers were used in baskets and vases throughout the mansion and on the 18-inch high Christmas trees in the red and green rooms.

Members prepared a few floral pieces for the use of the first family in their own quarters in the White House.

FTD President Robert Costin and Vice President Don Flowers presented a seasonal arrangement to the first family for their personal use.

Americas Cup Winner Phil Rulloda, Country Club Flowers, Phoenix, Ariz., and FTD's 1974 Florist of the Year, Al Easton, Easton's Flower Shop, Mt. Vernon, Ill., were among the Members participating in the White House decorations.

Other Americas Cup Regional Winners assisting with the decorating included: Virginia James, Laurette's Flower Shop, Rocky Hill, Conn.; Jane Bull, The Flower Cart, Inc., Baltimore; Robert Carr, Bos Floral House, Muskegon, Mich.; Jim Mailloux, Wright Flowers, West Lafayette, Ind.; Claude Harwood, Harwood's Florist and Ghses., Albermarle, N.C.; Lucy Hille, Welke's House of Roses, Milwaukee; Branson Baker, Baker's House of Flowers, Ardmore, Okla.; Bob Bigham, Brown's Flowers, Tacoma Wash.; Juanita McKinney, Magnolia Flower Shop, Fort Campbell, Ky., and Edward Von Bargen, Entenmann-Gotthardt Florists, Jersey City, N.J.

From: Edward Gottlieb & Associates
485 Madison Ave., New York 10022
(212) 421-9220 (Ron Odgers)

For: Florists' Transworld Delivery

FLORISTS' TRANSWORLD DELIVERY
BACKGROUND INFORMATION

Florists' Transworld Delivery (FTD), founded in 1910, is the world's oldest and largest inter-city retail florist organization.

It is composed of nearly 15,000 Member florists who directly service some 5,400 U.S. and Canadian cities and towns, and provide extended delivery service to an additional 80,000 communities. Latin America and parts of Asia also are serviced by FTD Member shops.

FTD is virtually unique in the American economy. Its business is the delivery -- within hours -- of flowers, plants and other gifts almost anywhere. It is not only a retail cooperative comprised of thousands of independent businessmen but a major business service (advertising, merchandising, research, consumer education, etc.).

FTD SALES VOLUME

Sales of FTD florists amounted to \$192,000,000 in the 1973-74 fiscal year, the highest in the organization's 64-year history. The comparable figure for the previous year was \$171,000,000 -- or a gain of 12.6 percent. The total number of FTD orders (transactions) in 1973-74 totaled 14,890,000, an increase of 5 percent.

FTD's preeminence as an inter-city flower-delivery network derives from the multitude of sales producing services it offers retail florists. Among the most visible are a multi-million dollar advertising program, an aggressive promotional program that now revolves around FTD members as "The Florist with the "Extra Touch," educating florists to be artists with flowers and consumers to better appreciate the beauty of flowers and plants.

The value of the organization to its members is underscored by the fact that orders for out-of-town delivery account for as much as 15 percent of the total sales volume of the average FTD member shop.

HISTORY

Prior to the establishment of Florists' Transworld Delivery, flowers were sent by parcel post or express. As the nation grew, many florists recognized the inadequacy of this service, but lacked information on the location of floral shops across the country which would enable them to execute an order for out-of-town delivery.

With these problems in mind, a handful of the nation's top florists met in 1909 at the Chicago Flower Show, sponsored by the Society of American Florists and the Ornamental Horticulturists, and agreed to exchange orders between cities by forming the Florists' Telegraph Delivery Association. On August 18, 1910, fifteen florists gathered in Rochester, N.Y., adopted a constitution and bylaws, set down strict requirements for membership, elected officers, and established a trust fund to assure payments to one another.

In 1911, the Association had 315 members. By 1920, it had expanded to 1,200 members, and each florist was provided with a membership directly to aid in the exchange of orders.

By 1921, the public began to show its acceptance of a service which made it possible to send floral gifts to relatives and friends out-of-town. As the demand for this service increased, organizational requirements grew more complex. A central Clearing House was instituted to simplify the billing of flower orders. Located at FTD headquarters in Detroit, Michigan, the Clearing House operation is similar to that of a bank, and utilizes electronic data processing equipment for speed and accuracy. All member shops report their filled orders to the Clearing House and are credited or debited monthly.

In 1961, FTD introduced a new concept of purchasing floral arrangements from an illustrated catalog called the Selection Guide. Today, the Guide features pages of full color floral arrangements, plants, fruit, flowers and candy, and gifts from which the customer can choose.

more...

"SELECTION GUIDE" FOR CONSUMER

The Selection Guide lets the customer see exactly how his flower arrangement and/or gift order will look, whether the delivery point is ten miles or three thousand miles away. Research had shown that anxiety over "what would be delivered" was slowing expansion of inter-city sales. In the last ten years, thanks to the Selection Guide, the dollar value of inter-city orders has almost doubled. A glossy brochure version of the Guide is available to consumers at FTD shops.

In early 1966, the Association took another step to bring more business through its members' doors. Credit card agreements were negotiated with the Diners Club, American Express and Carte Blanche programs covering all FTD members.

In 1973, FTD launched an important marketing concept designed to expand the business of retail florists. The basic premise of the concept was that flowers are admittedly beautiful, but have a brief life span. Why not combine the beauty of flowers with a gift item that has more permanence?

EXTRA TOUCH FLORISTS

Thus was born what FTD calls "Extra Touch Specials." These are a series of exclusive gift containers to hold flowers or green plants, most of which were selected because they are conversation pieces and gift items in themselves. FTD publishes FLORIST, a monthly national magazine, and FTD NEWS, a monthly magazine for FTD florists.

ADMINISTRATION

FTD is wholly owned and controlled by its Members who annually elect and appoint their own officers, directors and committeemen to formulate major policies, administer the by-laws and carry out the decisions made by the members at their annual convention. Meetings are held regularly throughout the year, and delegates from various countries assemble annually to discuss the international system. To keep the organization running smoothly, an executive vice president spends full time at the national headquarters in Detroit, supervising the organization's staff of 150

more...

employees plus a 33-man field force. The fieldmen are constantly on the move throughout the United States and Canada, offering information and professional training to members on the many phases of the florist business.

INTERFLORA, INC.

The FTD international affiliate, Interflora, Inc., maintains its world headquarters in Zurich, Switzerland.

Interflora is made up of three organizations: Florists' Transworld Delivery, Interflora-British Unit (serving the United Kingdom, Ireland and the Commonwealth countries), and Fleurop-Interflora (serving Continental Europe and parts of Asia). An Interflora directory lists all members of the three organizations and contains floral and foreign phrase information to facilitate the transmission of floral orders. Since 1946, when Interflora was formed, its membership has grown to a current total of 44,000 florists in 130 countries (six behind the Iron Curtain). A floral arrangement catalog similar to the FTD Selection Guide is used as well.

In transmitting overseas orders, the florists use their own monetary exchange medium, the Fleurin, which is equal to about 33 cents in U.S. currency. Florists in any Interflora country can quickly translate Fleurin amounts into their local currency values using conversion charts supplied by Interflora. Use of the Fleurin eliminates the problem of figuring currency exchange rates between the countries in the Interflora network.

The growth of the overseas flower business was a major motivation for the Association's changing its name from Florists' Telegraph Delivery to Florists' Transworld Delivery in 1965.

MEMBERSHIP

The qualifications are high: a florist must have operated his business for at least one year, have an excellent business reputation, and be highly professional at floral design. He must maintain a clean, attractive, well-equipped shop and

more...

provide competent delivery service. The Association maintains a rigid and constant self-policing program which periodically checks on every member to assure top service. FTD florists can be readily identified by the gold and black winged "Mercury" emblem displayed in their shops.

###

2/75

May 1, 1975

MEMORANDUM TO: SHELIA WEIDENFELD
NANCY KUWE
PATTI MATSON

FROM: SUSAN PONTER

Mrs. Ford has received the attached request to present to her the Golden Rose, one of the foremost awards of American horticulture. Their letter is very full and descriptive. I frankly think it would be a very nice thing and given the White House dependence upon the generous services of people like Bill Dove, I think it would be especially nice. May I have your comments please?

Thank you.

EDWARD GOTTLIEB & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520
CABLE ADDRESS: EDGOTTLIEB

April 25, 1975

Miss Susan Porter
Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

Dear Miss Porter:

Recently I talked with Sheila Weidenfeld about the possibility that Mrs. Ford might accept the Golden Rose award presented by Florists' Transworld Delivery. She suggested that I write to you and explain our desire to make the presentation to the First Lady.

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First Ladies of the United States have all brought singular talents and ideas to the use of flowers and plants in the White House setting. Millions of people have had their visits enriched because of the ways in which First Ladies have presented the White House to the public. Therefore, the Board of Directors of FTD wish to honor Mrs. Ford and, through her, all American First Ladies. The purpose of this letter is to inquire whether Mrs. Ford would receive the Golden Rose as a tribute to her and to her predecessors some time during the month of June, 1975.

Miss Susan Porter
April 25, 1975
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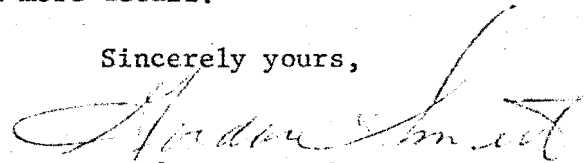
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I would appreciate an opportunity to visit you at your convenience in order to discuss this proposal in more detail.

Sincerely yours,



Gordon L. Smith

GLS:jac
Enclosures
CC: Mrs. Sheila Weidenfeld
Mr. Hubert Beudert

FACT SHEET
Mrs. Ford's Office

Event Accept the Golden Rose Award
 Group Florists' Transworld Delivery
 DATE/TIME Wednesday, July 2, 1975 3:30 p.m.
 Contact Mr. Gordon L. Smith Phone 331-7520
 Number of guests: Total 18 Women x Men x Children _____
 Place Photo in Rose Garden Reception in Dip. Reception Room
 Principals involved Mrs. Ford
 Participation by Principal Photo/Reception (Receiving line)
 Remarks required Background for thank you remarks
 Background Mrs. Ford will accept one of the foremost awards of American horticulture, the Golden Rose. Recipients of the Golden Rose have ranged from world leaders such as Prime Minister Trudeau, Margaret Chase Smith, REQUIREMENTS Everett Dirksen, to lesser known persons who have enriched the lives of others.
 Social: Guest list Mr. Gordon L. Smith to Susan Porter
 Invitations _____ Programs _____ Menus _____
 Refreshments Yes (Ice tea, coffee, and appropriate cookies)
 Entertainment _____
 Decorations/flowers Yes, normal for Diplomatic Reception Room
 Music _____
 Social Aides _____
 Dress _____ Coat check _____
 Other Officer stand-by for Special WH Tour afterwards.
 Press: Reporters Yes
 Photographers Yes
 TV Crews Yes
 White House Photographers Yes Color _____ Mono. _____
 Other _____
 Technical Support: Microphones _____ PA Other Rooms _____
 Recording _____
 Lights _____
 Transportation _____
 Parking South Drive ENTRANCE: South West Gate
 Housing _____
 Other _____ (Risers, stage, platforms)

Project Co-ordinator Susan Porter Phone x2850

Site diagrams should be attached if technical support is heavy.

Shelia

Persons to attend presentation of Golden Rose to Mrs. Gerald R. Ford
by Florists' Transworld Delivery Association, July 2, 1975, 3:30 p.m.

Richard Donald Flowers (Vice President, FTD)
Randallstown, Maryland

Julia Lawrence Flowers (Mrs. R. Donald)
Randallstown, Maryland

Hubert J. Baudert (Executive Vice President, FTD)
Birmingham, Michigan

Salvatore Vincent Guzzo (Director, Region 3, FTD)
Carnegie, Pennsylvania

Lyman Wright Keefe (District 3-G Representative, FTD)
Washington, D. C.

Anna Mae Keefe (Mrs. Lyman)
Washington, D. C.

Frederick Granville Loffler Gude (Past President, FTD)
Laurel, Maryland

Bessie Duvall Gude (Mrs. Granville)
Laurel, Maryland

Elaine Duvall Gude (District 3-G Chairman, FTD)
College Park, Maryland

Ronald Roy Odgers (Edward Gottlieb & Associates)
Scarsdale, New York

Gordon Lowell Smith (Edward Gottlieb & Associates)
Crofton, Maryland

Jo Ann Snyder Childress (Edward Gottlieb & Associates)
Alexandria, Virginia

Joseph Cordo, Jr. (Photographer, Camera 1)
Glen Rock, New Jersey

Clarence Schmidt (Photographer, Camera 1)
Garden City, New York

Morris Semiatin (Ankers Capitol Photographers)
Wheaton, Maryland

Cecilia R. Guzzo (Mrs. Salvatore V.)
Carnegie, Pennsylvania



FRAN
(CORRECTED)

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THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Receive Golden Rose Award from Florists' Transworld Delivery Association (FTD).

DATE: Wednesday, July 2, 1975

TIME: 3:30 p.m.

PLACE: East Garden

GUESTS: Guest list is attached

SEQUENCE: i

3:30 p.m. When your 20 guests have all assembled, Susan Porter will escort you from the Residence to the East Garden.

3:33 p.m. The FTD Officers (only) will be lined up for the presentation. You will want to greet each one and then step into position at the location near the microphone for the presentation.

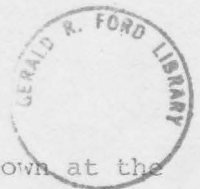
Mr. Robert Costin, National President of FTD, will make the presentation to you by reading a brief statement and handing the award to you. (The Golden Rose consists of a single delicate vermeil long-stemmed rose on an inscribed base.)

At the conclusion of his remarks, you will simply want to respond briefly by thanking them on behalf of yourself and all First Ladies through the years for this honor and commenting on how much their Association has done for the White House through the years.

3:38 p.m. At the conclusion of the presentation, at your invitation to join you for refreshments, the "formalities" will cease, and refreshments will be served in the East Garden or the Diplomatic Reception Room. Mingle informally with your guests.

3:55 p.m. At the conclusion, return to Family Quarters.

- NOTE:
- Open press coverage
 - Refreshments will be served
 - A film will be made of the presentation to be shown at the annual meeting of the FTD Association
 - Rusty Young is a former Golden Rose Award recipient. He and his staff are among the guests.



GUEST LIST FOR PRESENTATION OF GOLDEN ROSE AWARD

Mr. Robert Costin
President, FTD
Delray Beach, Florida

Mr. and Mrs. Richard Flowers
Mr. Flowers is Vice President, FTD
Randallstown, Maryland

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Ms. Elaine Gude
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College Park, Maryland

Mr. Ronald Odgers
Mr. Odgers is with Edward Gottlieb & Associates, the public relations
firm of FTD
Scarsdale, New York

Mr. Gordon Smith
Mr. Smith is with Edward Gottlieb & Associates
Crofton, Maryland

Ms. Jo Ann Childress
Ms. Childress is with Edward Gottlieb & Associates
Alexandria, Virginia

White House Flower Shop Staff
Rusty Young
Jimmy Nelson
Carl Beahm
Irvin Williams

Mr. Rex Scouten



BACKGROUND:

The Golden Rose, one of the foremost awards of American horticulture, is being presented to you in appreciation for the many fine qualities that you and other First Ladies have brought to the White House. It is a tribute to you and your predecessors.

First Ladies of the United States have all brought singular talents and ideas to the use of flowers and plants in the White House setting. Millions of people have had their visits enriched because of the ways in which First Ladies have presented the White House to the public.

Since 1960 it has been presented from time to time to world leaders as well as lesser known persons of high achievement. In some instances, it has been primarily significant of the use of flowers and plants in terms of adding beauty to our daily lives. In others it has been given to recognize the fine, intangible qualities in people that flowers express in such a unique manner.

Previous recipients of the Golden Rose include former Senators Margaret Chase Smith, Everett Dirksen, and Spessard Holland; Prime Minister Pierre Trudeau; the officers of the Tournament of Roses; White House floral designer Elmer Young; Robert Dowling of Sterling Forest Gardens.

FTD is the world's oldest and largest inter-city retail florist organization. It is wholly owned and controlled by its members who annually elect and appoint their own officers. The qualifications for membership include: a florist must have operated his business for at least one year, have an excellent business reputation, and be highly professional at floral design. He must maintain a clean, attractive, well-equipped shop and provide competent delivery service. The Association maintains a rigid and constant self-policing program which periodically checks on every member to assure top service. FTD florists can be readily identified by the gold and black winged "Mercury" emblem displayed in their shops.

As you know, members of FTD have given generously of their time and talents for the benefit of the White House. This past Christmas twelve of the regional winners in the 1974 FTD Americas Cup competition responded affirmatively to invitations to join with the White House staff in decorating for the holidays. Mr. Bill Dove is active in FTD.

susan porter
July 1, 1975



Shula

THE WHITE HOUSE
WASHINGTON

MRS. FORD

EVENT: Receive Golden Rose Award from Florists' Transworld Delivery Association (FTD).

DATE: Wednesday, July 2, 1975

TIME: 3:30 p.m.

PLACE: East Garden

GUESTS: Guest list is attached

SEQUENCE:

3:30 p.m. When your 20 guests have all assembled, Susan Porter will escort you from the Residence to the East Garden.

3:33 p.m. The FTD Officers (only) will be lined up for the presentation. You will want to greet each one and then step into position at the location near the microphone for the presentation.

Mr. Robert Costin, National President of FTD, will make the presentation to you by reading a brief statement and handing the award to you. (The Golden Rose consists of a single delicate vermeil long-stemmed rose on an inscribed base.)

At the conclusion of his remarks, you will simply want to respond briefly by thanking them on behalf of yourself and all First Ladies through the years for this honor and commenting on how much their Association has done for the White House through the years.

3:38 p.m. At the conclusion of the presentation, at your invitation to join you for refreshments, the "formalities" will cease, and refreshments will be served in the East Garden or the Diplomatic Reception Room. Mingle informally with your guests.

3:55 p.m. At the conclusion, return to Family Quarters.

- NOTE:
- Open press coverage
 - Refreshments will be served
 - A film will be made of the presentation to be shown at the annual meeting of the FTD Association
 - Rusty Young is a former Golden Rose Award recipient. He and his staff are among the guests.



GUEST LIST FOR PRESENTATION OF GOLDEN ROSE AWARD

Mr. Robert Costin
President, FTD
Delray Beach, Florida

Mr. and Mrs. Richard Flowers
Mr. Flowers is Vice President, FTD
Randallstown, Maryland

Mr. and Mrs. Salvatore Guzzo
Mr. Guzzo is Director, Region 3, FTD
Carnegie, Pennsylvania

Mr. and Mrs. Lyman Keefe
Mr. Keefe is District 3-G Representative, FTD
Washington, D. C.

Mr. and Mrs. Frederick Gude
Mr. Gude is Past President, FTD
Laurel, Maryland

Ms. Elaine Gude
Ms. Gude is District 3-G Chairman, FTD
College Park, Maryland

Mr. Ronald Odgers
Mr. Odgers is with Edward Gottlieb & Associates, the public relations
firm of FTD
Scarsdale, New York

Mr. Gordon Smith
Mr. Smith is with Edward Gottlieb & Associates
Crofton, Maryland

Ms. Jo Ann Childress
Ms. Childress is with Edward Gottlieb & Associates
Alexandria, Virginia

White House Flower Shop Staff
Rusty Young
Jimmy Nelson
Carl Beahm
Irvin Williams

Mr. Rex Scouten



athletic

UNITED STATES GOVERNMENT PRINTING OFFICE

Mr. and Mrs. Richard Nixon
Washington, D.C.

Mr. and Mrs. Richard Nixon
Mr. Nixon is Vice President, 170
Constitution Avenue, Maryland

Mr. and Mrs. Salvatore Orso
Mr. Orso is District, Region 3, 170
Carrington, Pennsylvania

Mr. and Mrs. Dean Cook
Mr. Cook is District 3-2 Representative, 170
Washington, D.C.

Mr. and Mrs. Frederick Cook
Mr. Cook is Postmaster, 170
Lancaster, Maryland

Mr. Elmer Cook
Mr. Cook is District 3-2 Chairman, 170
College Park, Maryland

Mr. Louis Cook
Mr. Cook is with Board District 2 Associates, the public relations
firm of 170
Brooklyn, New York

Mr. Gordon Cook
Mr. Cook is with Board District 4 Associates
Crown, Maryland

Mr. Joe Ann Collins
Ms. Collins is with Board District 2 Associates
Alexandria, Virginia

White House Press Staff
Boyd Young
Jimmy Nelson
Carl Befer
Travis Williams

Mr. Rex Swanson



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susan porter
July 1, 1975



re: Communism

"not my personal life style and I'm not in"

depressing - almost like a prison -

Are you planning to campaign -

Yes, that's the only way to keep it

|| me in Wash. [?] If he puts it in a
prison why campaigning for his (Pa)

7-7:30 - I by alone - as I build
for confidence in me -

"Scientific American"

Food in China - enhance the use

* Forestry of trees in US -
world

* Pollution -

Fresh hopes campaign develops
a little more sensitivity

For immediate release
July 1, 1975

THE WHITE HOUSE
WASHINGTON

Office of the Press Secretary to Mrs. Ford.

Mrs. Ford will receive the Golden Rose Award from the Florists' Transworld Delivery Association (FTDA) Wednesday, July 2, at 3:30 p. m. in the First Lady's Garden. The FTDA is presenting the award as a tribute to Mrs. Ford for her "leadership in the use of flowers in the White House."

The FTDA Golden Rose Award is a long-stemmed rose on an inscribed base. Mrs. Ford will also receive 50 long-stemmed Golden Wave roses, one to represent each state.

Presenting the award is Robert Paul Costin, president of the FTDA. Also participating are Richard Donald Flowers, vice president; Salvatore Vincent Guzzo, Washington director; Lyman Wright Keefe, Washington district representative; Frederick Granville Loffler Gude, past president; and Elaine Duvall Gude, Washington chairman.

Also in attendance will be White House Chief Floral Designer Elmer "Rusty" Young, a previous Golden Rose Award recipient; Assistant Chief Floral Designer James Nelson; Carl Beahm, floral designer; and Irvin Williams, head White House grounds keeper.

According to the FTDA, the Golden Rose Award is one of the "foremost awards of American horticulture." It has been presented from time to time to world leaders as well as to "lesser known persons of high achievement" and those who have "enriched the lives of others."

Previous award recipients include former Senators Margaret Chase Smith, Everett Dirksen and Spenssard Holland; Canadian Prime Minister Pierre Trudeau; Robert Dowling of Sterling Forest Gardens; and others.

#

Press pickup 3:15 in press lobby.



EDWARD GOTTlieb & ASSOCIATES LTD.

NEW YORK WASHINGTON LOS ANGELES CHICAGO PARIS

818 - 18TH STREET, N. W. WASHINGTON, D. C. 20006

GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520
CABLE ADDRESS: EDGOTTlieb

July 1, 1975

Miss Susan Porter
Appointments Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

Dear Susan:

Attached is a copy of the remarks Bob Costin will make at the Golden Rose presentation tomorrow. We timed it, and it runs one minute and forty seconds.

I think I failed to mention that we will present Mrs. Ford with fifty long stemmed Golden Wave roses, one for each state. My thought is that Bob Costin will hand them to Mrs. Ford immediately on her arrival as he introduces himself, and she can promptly hand them off to someone else so that they will not be in her way. We would like this little segment on the film, however.

Sincerely,

Gordon L. Smith

GLS:jac

CC: Mrs. Sheila Weidenfeld
Ms. Patty Matson ✓



Remarks of Robert P. Costin
Presentation of FTD Golden Rose
to Mrs. Gerald R. Ford, The White House

MRS. FORD, LADIES AND GENTLEMEN:

I'M TOLD THAT WHEN YOU HAD MORE LEISURE TIME, YOU WERE A FLOWER
GARDENER. THAT MAKES YOU OUR KIND OF PERSON.

YOUR OWN RESPONSE TO FLOWERS LEADS TO YOUR BELIEF THAT ALL PEOPLE
RESPOND TO FLOWERS. YOUR POLICY OF KEEPING FRESH FLOWERS IN ALL OF THE
PUBLIC ROOMS OF THE WHITE HOUSE ONLY EMPHASIZES THIS ATTITUDE TO THE
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FIRST LADIES HAVE HAD A GREAT DEAL TO DO WITH THE WAY PEOPLE THINK
AND FEEL ABOUT FLOWERS. THE WHITE HOUSE IS UNIQUELY THE PLACE WHERE ART
AND FLOWERS HAVE COMPLIMENTED EACH OTHER, BUT IT IS ALSO A PLACE WHERE
FLOWERS HAVE ALWAYS BEEN A PART OF DAILY LIVING.



THE UNAFFECTED CHARM OF YOUR BOUQUETS AND THE NEW WAYS IN WHICH YOU HAVE USED FLOWERS IN INDIAN BASKETS AND IN NOVEL COMBINATIONS IS PART OF THE WAY PEOPLE THINK OF FLOWERS AT THE WHITE HOUSE.

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ON BEHALF OF THE MORE THAN 14,000 MEMBERS OF FLORISTS' TRANSWORLD DELIVERY, I AM HONORED TO PRESENT THIS GOLDEN ROSE TO YOU.

THANK YOU.



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Ms. Patty Matson



From: *EASA*

FBr: *FTD*

draft

For Release
3:30 p.m., e.d.t.
Wednesday, July 2, 1975

FLORIST GROUP HONORS FIRST LADY
AT WHITE HOUSE AWARD CEREMONY

More than 14,000 florists today honored Mrs. Gerald R. Ford for her leadership in the use of flowers to welcome the public to the White House.

The First Lady received the Golden Rose award from ~~the~~ Florists' Transworld Delivery ~~Association~~ at ceremonies in the East Garden of the White House, and fifty Golden Wave ^{FTD members in} roses representing each state of the union.

Robert P. Costin of Delray Beach, Fla., president of FTD, made the presentation. Taking part for the flowers by ^{was} wire organization ~~named~~ Donald Flowers, Randallstown, Md., vice president. Regional Director Salvy Guzzo of Pittsburgh, Pa., and Granville Gude, Washington, D.C., past president, attended the colorful garden ceremony.

The FTD Golden Rose ~~consists~~ consists of a delicate vermeil long-stemmed rose on a suitably inscribed base. According to Mr. Costin, it is particularly well suited as an expression of appreciation of the many fine qualities Mrs. Ford and other First Ladies have brought to the White House.



In making the presentation, Mr. Costin ~~maind~~ told Mrs. Ford that "Your own response to flowers leads to your belief that all people respond to flowers. Your policy of keeping fresh flowers in all of the public rooms of the White House only emphasizes this attitude to the 1,350,000 people who visit the White House annually." He told Mrs. Ford that "we're secretly pleased that you use flowers in the family quarters more than any First Lady of recent times.

Mr. Costin noted that First Ladies historically have had a great deal to do with the way people think and feel about flowers. He noted changes in ~~usage~~ usage, ove the years, but said that

~~and said that~~ "through the years the White House is uniquely the place where art and flowers have complimented each other, but it is also a place where ~~flowers~~ flowers have always been a ~~part~~ ^{complimented} part of daily living." He ~~complimented~~ the First Lady on "the unaffected charm of your bouquets and the ^{new} ~~innovative~~ ways in which you have used flowers in Indian baskets and in novel combinations. ~~Isn't it important that the~~

Mr. Costin emphasized that the Golden Rose also "expresses our admiration of you as a person... ^(and the) ~~Flowers are symbols of the fine,~~ intangible ~~qualities in people,~~ qualities that make us want to honor you you as First Lady of the United States."

3

The Golden Rose is one of the foremost awards of American horticulture. Since ¹⁹⁶² ~~1960~~ it has been presented from time to time to world leaders as well as to lesser known persons of high achievement. In some instances the award has been primarily significant of the the use of flowers and plants and in others honored intangible qualities in people that flowers express in a unique manner. Among previous recipients are ~~Samam~~ Margaret Chase Smith, the late Everett McKinley Dirksen and Spessard and Holland, Canadian Prime Minister Pierre Trudeau.

-0-

7275



THE WHITE HOUSE
WASHINGTON

Gordon Smith - FTD 331-7520
for presentation tomorrow

1. Can they bring film crew $\frac{1}{2}$ hr. early?
2. Following ceremony, they are to move into the House. Where in House, and can they shoot movies and stills?
3. Will we put out a release on it and notify wires? Is there any objection to them doing a release for tomorrow?

For instance, President is from Miami -- local papers might want to cover.



Suggestions for remarks for
Golden Rose Award

I'm very honored at your presentation. You're right -- I am a flower
gardener at heart, and I'm especially ^{fond raising} ~~crazy~~ about roses. And frankly,
I can't think of anything more therapeutic than spending a couple of hours
in a garden. ^{I have friends &} I know there are people all over the country that feel the
same way. So on behalf of me and previous First Ladies -- and people ^{every}
who love fresh flowers -- ^{want to} I thank you for ^{our love's} ~~your~~ tribute. /

The flowers that fill the White House add much to make it a living
White House. They enhance the beauty of the rooms and provide a
welcome for visitors that is fresh and spontaneous.

I thank the FTD not only for the honor, but for all the help you provide
us during the year, starting with your volunteer help with our Christmas
decorations. You help make ^{this} ~~the~~ White House ^{which belongs to all these} a more lovely place for ^{Americans}
people ^{from} everywhere to visit.



THE WHITE HOUSE

WASHINGTON

I'M VERY HONORED AT YOUR PRESENTATION. YOU'RE RIGHT -- I AM A FLOWER GARDENER AT HEART, AND I'M ESPECIALLY FOND OF RAISING ROSES. AND FRANKLY, I CON'T THINK OF ANYTHING MORE THERAPEUTIC THAN SPENDING A COUPLE OF HOURS IN A GARDEN. I KNOW I HAVE FRIENDS AND THERE ARE PEOPLE ALL OVER THE COUNTRY THAT FEEL THE SAME WAY. SO ON BEHALF OF ME AND PREVIOUS FIRST LADIES -- AND PEOPLE EVERYWHERE WHO LOVE FRESH FLOWERS -- I WANT TO THANK YOU FOR THIS LOVELY TRIBUTE.

THE FLOWERS THAT FILL THE WHITE HOUSE ADD MUCH TO MAKE IT A LIVING WHITE HOUSE. THEY ENHANCE THE BEAUTY OF THE ROOMS AND PROVIDE A WELCOME FOR VISITORS THAT IS FRESH AND SPONTANEOUS.

grateful to white f
I THANK THE FTD NOT ONLY FOR THE HONOR, BUT FOR ALL THE HELP YOU PROVIDE US DURING THE YEAR, STARTING WITH YOUR VOLUNTEER HELP WITH OUR CHRISTMAS DECORATIONS. YOU HELP MAKE THIS WHITE HOUSE, WHICH BELONGS TO ALL THE AMERICAN PEOPLE, A MORE LOVELY PLACE FOR PEOPLE FROM EVERYWHERE TO VISIT.

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*I do hope to have to visit -
our feelings to all Am. people.*



We use him - ~~It~~ It is the base
of all true - ~~Adams~~ Adams to accept.

I can't tell you

It's very true I'm a

one of the boys I found

most therapeutic - raising

roses - one of the most demanding

flowers - the

I find even among my

friends - gardening & getting

out seeing in flowers

gives you a sense of

relaxation - pressures

break

Remarks of Robert P. Costin
Presentation of FTD Golden Rose
to Mrs. Gerald R. Ford, The White House

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From: *ETA*

[Handwritten signature]

FBr: *FTD*

For Release
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-0-

7275



GERALD R. FORD LIBRARY

The item described below has been transferred from this file to:

- Audiovisual Unit
 Book Collection
 Ford Museum in Grand Rapids

Item: 1 8"x10" BW photo of BF w/ Robert P. Costin and
Donald Flowers of FTD receiving the
"Golden Rose"

The item was transferred from: Weidenfeld Box 6
7/2/75 Golden Rose Award

Initials/Date let 7/86

WASHINGTON (UPI) -- IT TAKES "AN ESPECIAL AMOUNT OF CARE" TO RAISE ROSES, ACCORDING TO BETTY FORD, WHO FINDS GARDENING A FORM OF RELAXATION.

MRS. FORD ACCEPTED THE "GOLDEN ROSE" AWARD AND 50 GOLDEN WAVE ROSES FROM A FLORISTS' DELIVERY GROUP WEDNESDAY AT A CEREMONY IN THE EAST GARDEN.

"GARDENING AND GETTING OUT, BEING WITH FLOWERS, GIVES YOU A GREAT SENSE OF RELAXATION AND IT IS THERAPEUTIC FOR ME," THE FIRST LADY SAID.

RAISING ROSES TAKES "AN ESPECIAL AMOUNT OF CARE. THEY JUST DON'T GROW LIKE TOPSY."



GLS

The Cleveland Press
D. 375,653

JUL 3 1975 *Byhulla*



ROSE WINNER — Betty Ford received the Golden Rose Award from the Florists' Transworld Delivery Assn. yesterday in the First Lady's garden. (UPI)

The Evansville Press
EVANSVILLE, IND.
D. 45,093

JUL 2 1975 *Byhulla*

Florists give bouquet to Betty

Betty Ford received the Golden Rose Award from the Florists' Transworld Delivery Association in the First Lady's garden today. The award is being presented to Mrs. Ford for her "leadership in the use of flowers in the White House."





FTD IN THE NEWS

Prepared by Edward Gottlieb & Associates, Public Relations Council to FTD • 485 Madison Avenue, New York, N.Y. 10022 (212) 421-9220

July 1975

FTD PRESENTS GOLDEN ROSE TO MRS. FORD

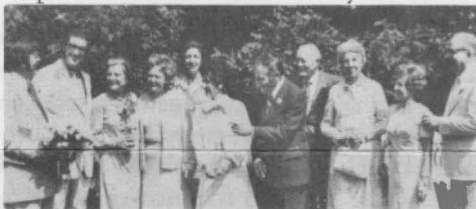
Mrs. Gerald Ford, wife of the President, received the FTD Golden Rose in the First Lady's Garden at the White House on July 2, 1975. President Robert P. Costin made the presentation on behalf of the entire FTD membership. With him were Vice President Don Flowers and Don's wife, Judy; Former President and Mrs. Granville Gude of Washington, D.C.; Director of Region 3 Salvy Guzzo and his wife, Cecilia; District Representative Lyman Keefe and his wife, Anna Mae, and District Chairman Ms. Elaine Gude. "The FTD Golden Rose," Mr. Costin said, "enables us to honor you for your leadership in using flowers to welcome people to this beautiful home . . . flowers are symbols of the fine, intangible qualities in people, qualities that make us want to honor you as First Lady of the United States." In accepting FTD's highest award, Mrs. Ford said gardening and working with flowers had been "most therapeutic" for her and expressed the belief that the use of flowers in the White House made the nation's most famous home "more meaningful" for the thousands who visit it each year. She said she was "particularly grateful" for all that FTD has done for the White House with floral decorations and help at Christmas and "many other times."



Mrs. Gerald Ford, the First Lady, and FTD President Robert P. Costin with the FTD Golden Rose presented to her for her imaginative use of flowers in the White House.



Mrs. Ford with President Costin and FTD Vice President Don Flowers (left). She also was given a bouquet of yellow roses at the Golden Rose ceremony.



Mrs. Gerald Ford (third from left) with FTD representatives after she received the Association's highest award, the Golden Rose. Left to right are: Vice President Don Flowers; President Robert P. Costin; Mrs. Ford; Mrs. Judy Flowers; Ms. Elaine Gude, Chairman of FTD District 3-G; Mrs. Cecilia G. Guzzo; Salvy Guzzo, Director of FTD Region 3; Former FTD President and Mrs. Granville Gude of Washington, D.C.; Mrs. Anna Mae Keefe, Mr. Lyman Keefe, District Representative, FTD District 3-G.

FTD IN SALES MANAGEMENT MAGAZINE

FTD Group Director of Marketing Charles Coyle is quoted in the June 2 issue of "Sales Management" magazine as saying that "the business use of flowers is one of our fastest-growing markets." The item went on to explain that more than 3,000 requests have been received for the free "Icebreaker" booklet, pointing out that it shows how to use flowers and planters as door openers for buyers and their secretaries. "Sales Management" is a highly respected marketing publication, which has a readership of more than 43,000.

PRINCE CHARLES' PRINCELY BOUQUET

And speaking of royalty, District 11-B Chairman, Russ Fitzsimmons and wife, Norma, (left) of Victoria, B.C., Canada, saved the day and the dinner when the heir to the British throne was entertained recently at Government House in Ottawa. It seems that forsythia were needed to decorate the tables for the elaborate dinner party planned for Prince Charles when he arrived to start a tour of Arctic Island and Northwest Territories. However, it was learned that the only ones



which would be blooming in all of Canada on the day of his visit were grown in the Vancouver area. So, one month in advance, an order for 30 dozen branches was placed with The Island Florist. The boughs were immediately refrigerated to delay flowering, then carefully packed and shipped to Ottawa just prior to the Prince's arrival.

SECRETARIES WEEK SCORES HIGH WITH MEMBERS

"Flowers for Secretaries Week" has been voted an overwhelming success! Responses to a questionnaire sent all Members who arranged for their local mayor to present a rose bouquet to his or her secretary indicate that Secretaries Week is fast emerging as a major flower giving occasion. Members provided information on press and television coverage, other local observances during the Week, and customers' comments. Newspapers in 26 of the 39 cooperating cities carried photos of the mayors with their secretaries and FTD representatives; 14 TV news shows covered the event, with many using the segment on both the early and late evening telecasts, and 14 cities had other Secretaries Week observances, generally sponsored by the National Secretaries Association. We thank FTD Members Frank Gallo, Walter Walsh, Toby Tovar, Dottie Weissenberger, Elaine Panty, Marjorie Hewitt, John Rimmel, Doug Haury, Faith Luft, John Rupe, Phil Rulloda, Ron Kalt, Wayne Hudspeth, Jerry Beckwith, Paul Deemer, Rachel Gordon, Doris Potratz, Norma Fitzsimmons, George Sampson, Herb Rothe, Betty Stone, Edna Fears, Dooley Harrell, Richard Jones, Dick Seale, Richard Walsh, and Robert Nelson for providing this information.



NEW EXTRA TOUCH ITEMS AT L.A. SHOW

Some 250,000 visitors to the Los Angeles Home and Garden Show got a preview look at the newest additions to the FTD Extra Touch line. "Hangups," "Coverups," and "Posy Pails" were on prominent display during the Show's 10-day run at the Los Angeles Convention Center. Bob Elliott of Elliott's Flowers (Los Angeles) was in charge of decorating the FTD booth.

NEW WORLD HEADQUARTERS DEDICATED

The Board of Directors, Members, Headquarters staff, city officials, guests and the press were present June 18 for the dedication of FTD's new World Headquarters in Southfield, Michigan. The move to the Detroit suburb enables the entire FTD staff to be under one roof, which has not been possible for a number of years. President Robert P. Costin recalled the history of FTD's offices in Detroit—first in the rear of Al Pochelon's florist shop (Pochelon, back in 1912, was FTD's first executive secretary), next in a mansion, next in the Lafayette Building, then to its own building and now to three floors in the new building in Southfield. Executive Vice President Hubert J. Beudert noted how the new facilities will streamline communications, enabling the staff to better serve Members. He then introduced Monsignor Clement Kern, a well-known Detroit priest who had been present in 1961 for the dedication of the 900 West Lafayette building. Steve S. Hurite, President of the Southfield City Council, warmly welcomed the Members and staff to the community. A bronze plaque from Interflora "to commemorate the dedication of FTD's International Headquarters" was presented to President Costin by Interflora World President Frank Brautigam. The brief ceremonies concluded with President and Mrs. Costin and Mr. Hurite cutting a ribbon of flowers at the entrance. The Board and guests were then invited to inspect FTD's quarters. The 62,000 square foot building housing the new World Headquarters has a striking contemporary appearance. Its sides are constructed from orange bricks with deep orange-red panels, while the front and back are sheets of glass having a mirrorlike appearance. FTD's world famous emblem is being fitted into the side brick wall facing Northwestern Highway. (At right, Monsignor Kern at dedication.)



President Costin accepts Interflora plaque from World President Frank Brautigam. Hubert Beudert applauds the presentation.



SELECTION GUIDE ARRANGEMENTS ON "TODAY" SHOW

NBC's TODAY show, the longest running, highest rated early morning television program, is now using FTD Selection Guide arrangements as part of its set decorations. After months of negotiations, an agreement has been worked out with the network whereby FTD is the exclusive source for their flowers and plants. Although flowers are not seen on the show every day, there are many occasions in the course of each month when they appear in the background or on the round coffee table which is part of the set used for interviews. Most recently, the 7½ million people who tune in daily saw the Edwardian Bouquet on the table when co-host Barbara Walters had an early morning conversation with noted feminist, author and lecturer, Betty Friedan. In addition to Selection Guide items, appropriate Holiday Specials will also be featured on TODAY.

FLOWERS FOR FATHER'S DAY LUNCHEON

For the third consecutive year, FTD flowers were used at the National Father's Day Council's Awards Luncheon honoring the outstanding achievements of eight prominent fathers. More than 800 guests attended this year's ceremonies, held in New York on May 22nd, to salute Senator Edmund Muskie, National Father of the Year, and other celebrity Dads. The luncheon's all-American theme was reflected in the red, white and blue flowers on the dais, the fathers' blue boutonnières and the red bouquets carried by their wives. FTD, which is a member of the Council, received prominent recognition on tent cards placed on each table.



Red, white and blue floral arrangements decorate the dais at the National Father's Day Council's Awards Luncheon held on May 22 in New York. FTD provided the flowers.

FLOWERS ARE GOOD MEDICINE

Newspapers around the country are using a new FTD PR "Flowers Are Good Medicine" story. Based on a questionnaire sent to 2,400 supervisors of nursing, the article noted that "American nurses in overwhelming numbers agree that flowers are 'good medicine'." The survey revealed that 90% of the respondents believe that flowers actually have a therapeutic effect on many patients, and over 70% felt that plants symbolize "life" and "growth" to many patients who, as they watch plants develop and grow strong, are stimulated to do the same. Incidentally, nurses follow the general public's flower preference—their own, personal favorite is the rose. This story on the survey is just one part of the continuing PR program to remind the consumer that "flowers are good medicine".

From the Desk of

FYI

Gordon L. Smith

Sept. 10, 1975

Dear Sheila:

The clips on the Golden Rose presentation continue to show up, and enclosed for your record is one from the CARNEGIE (Pa.) SIGNAL-ITEM which appeared on August 7, 1975, in which Mrs. Ford is pictured with Mr. and Mrs. Salvy Guzzo.

Best regards,

GLS



VICE PRESIDENT
EDWARD GOTTLIEB & ASSOCIATES LTD.
PUBLIC RELATIONS

818-18TH STREET, N. W.
WASHINGTON, D. C. 20006
(202) 331-7520

CARNEGIE, PA.
SIGNAL-ITEM
W. 5,670

AUG 7 1975

By Miller



SCOTT FLORIST AT WHITE HOUSE . . . More than 14,000 florists honored Mrs. Gerald R. Ford on July 2 for "leadership in the use of flowers to welcome the public to the White House." The First Lady received the Golden Rose award from Florists' Transworld Delivery at ceremonies in the East Garden of the White House, plus 50 Golden Wave roses representing FTD members in each state of the union. The Golden Rose presented to Mrs. Ford also recognized the leadership of all First Ladies in setting trends in the use of flowers in the home of the First Families. Mrs. Ford is pictured with Mr. and Mrs. Salvy Guzzo of Scott Township. Mr. Guzzo is regional director of FTD and owner of Flowers by Salvy and Tom in Pittsburgh.

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GORDON L. SMITH
VICE PRESIDENT

(202) 331-7520

CABLE ADDRESS: EDGOTTLIEB

September 3, 1975

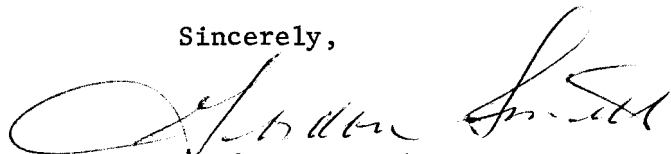
Mrs. Sheila Weidenfeld
Press Secretary
to Mrs. Gerald R. Ford
The White House
Washington, D. C. 20500

Dear Sheila:

Additional publicity on the Golden Rose presentation to Mrs. Ford was carried in the September 4 issue of FLORISTS' REVIEW. Please see page 32.

Aside from the FTD publications, the Review is the most important and the most widely read of the industry publications. Thanks again for your continuing interest, and please let me know when you can about showing the film to Mrs. Ford.

Sincerely,


Gordon L. Smith

GLS:jac

Enclosure

CC: Ms. Susan Porter



Western elected executive vp of SMEAC



THE Sales and Marketing Executives Association of Chicago, a professional association affiliated with Sales and Marketing Executives - International, elected Ray Western,

Wilmette IL, executive vice-president.

Western is presently executive vice-president and sales manager of the A. L. Randall Co., Chicago, distributor of florists' products.

He has been associated with Randall for 27 years, and his current responsibilities include the direction of a nationwide sales staff of merchandising counselors.

As a member of the executive committee, Western will implement and coordinate the purposes of the association in promoting an exchange of ideas, in solving basic marketing problems and in increasing marketing efficiency.

AAF organizes Tennessee chapter

JUNE 23 was the charter meeting of the Tennessee chapter, American Academy of Florists. As far as is known, only 2 other state chapters exist in the US.

Marguerite Holcombe (seated right), Marjo Originals, Chattanooga, was elected chairperson. Grace Rymer (seated), Cleveland, serves on the board of trustees of the academy.

Also present at the meeting were Leo Black, Bradley Florist, Cleveland, and Joyce Ray Lea of Marjo Originals.

The organization will cooperate with cultural organizations in the Chattanooga area to create prestige for professional florists and to promote the artistic image of the industry.



Betty Ford honored with Golden Rose award

MORE THAN 14,000 FLORISTS honored Betty Ford for leadership in the use of flowers in the White House.

The First Lady received the Golden Rose award plus 50 Golden Wave roses (representing FTD members in each state of the union from FTD at ceremonies in the East Garden of the White House.

Robert P. Costin, Delray Beach, FL, FTD president, made the presentation. Taking part for the organization was Don Flowers (left), vice-president, of Randallstown MD. Regional director Salvy Guzzo, Pittsburgh PA, and Granville Gude, Washington DC, past president, and their wives attended the colorful garden ceremony.

The Golden Rose consists of a delicate vermeil long-stemmed rose on an inscribed base.

In making the presentation, Costin told Ford, "Your own response to flowers leads to your belief that all people respond to flowers. Your policy of keeping fresh flowers in all of the public rooms of the White House only emphasizes this attitude to the 1,350,000 people who visit the White House annually." He said, "We're secretly pleased that you use flowers in the family quarters more than any First Lady of recent times."

He noted changes in the way people think and feel about flowers over the years, but said, "The White House is uniquely the place where art and flowers have complemented each other, but it is also a place where flowers have always been a part of daily living." He complimented the First Lady on "the unaffected charm of your bouquets and the new ways in which you have used flowers in Indian baskets and in novel combinations."

Since 1962 the Golden Rose has been presented to world leaders as well as to less well-known persons of high achievement. Among previous recipients were Margaret Chase Smith, Robert Dowling (Sterling Forest Gardens), the Tournament of Roses, Pierre Trudeau, Elmer (Rusty) Young, the late Everett McKinley Dirksen, Spessard L. Holland and Amy Vanderbilt.

5 allies win for creative promotions

CREATIVITY AND CONTINUITY in advertising promotions made 5 allied associations winners of FTD's Allied Florists' Advertising Recognition award competition.

The winners are: Utah Allied Florists, television promotion; North Central Florists' Association, radio ads; Allied Florists' Association of Greater Baltimore, community affairs/public relations projects; Allied Florists' Association of Western Pennsylvania, billboard promotion, and Allied Florists of Worcester County, newspaper ads.

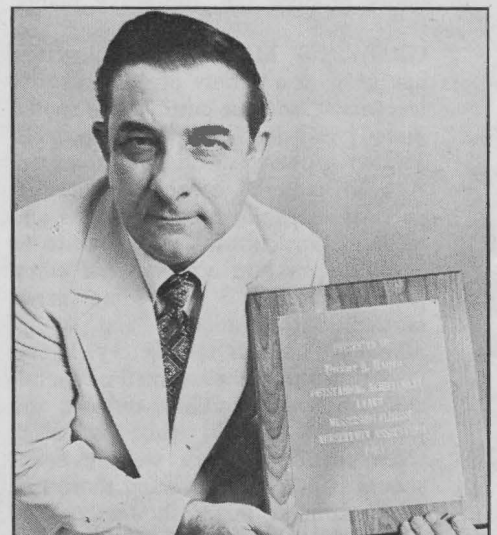
Representatives of the winning associations were awarded \$250 prizes and plaques acknowledging their achievements at the Honolulu convention.

Dauro receives MS association award

THE Mississippi Florists' and Nurserymen's Association presented to Vince Dauro, Dauro's Florist, Gulfport, its outstanding achievement award. He is the 1st florist in the state to receive an award for outstanding contributions to the industry during the past 25 years.

Dauro has served the association continuously since joining the industry, having held all offices and convention committee chairmanships several times. He is a past president of the association. Dauro is president of the Southeastern Florists' Association and has been on the board longer than any living member.

Dauro is a member of FTD and has served as district chairman and representative. He also is active in church and community associations. He received a plaque for "Who's Who in Mississippi" in recognition of being a distinguished citizen.



Growing pinched poinsettias in 4-inch pots

IN AUGUST OF 1974, the Rutgers floriculture research committee published suggestions for growing small pinched poinsettias. This research was continued during 1974-75, and the recommendations presented here are based on that research. Environmental conditions, particularly light, vary, and where available light is appreciably different from New Jersey, the schedule should be adjusted.

VARIETIES, PLANT SIZE—The Hegg varieties are suitable for 4-inch pot production. Ideal plants should be 7 to 8 inches in diameter and 10 to 12 inches tall, including the pot. They should have 4 blooms. The quality of the finished plant depends largely on spacing. Large plants can be grown in 4-inch pots, but they are top-heavy.

If well-proportioned plants over 12 inches tall are desired, larger pots should be used. Under our conditions, spacing on 7.5-inch centers, 2.5 plants per square foot produced the maximum number of plants of acceptable quality. Closer spacing reduced overall quality.

CUTTINGS—Cuttings should be selected carefully. Only sturdy shoots at least ¼ inch in diameter should be used. 3 of the leaves should be developed enough so that the blades are at least 4 inches long. One should propagate between August 25 and September 3.

If stock plants are pinched July 20, good-quality cuttings should be ready by late August. If cuttings are purchased, the propagator should be informed that they are for 4-inch production. Tall cuttings with long internodes produce tall, top-heavy plants.

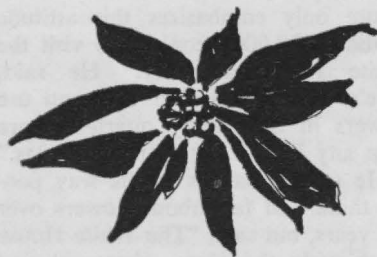
GROWING MEDIUMS—Poinsettias can grow in a variety of soil and soilless mixes. Because cuttings are rooted directly in 4-inch pots, an open, well-aerated growing medium is required. A 1-1-1 material consisting of equal parts of soil, sphagnum peat moss and medium horticultural grade perlite or a soilless mixture consisting of equal parts of number 3 or medium grade horticultural vermiculite and sphagnum peat moss is satisfactory. If soil is used, it should be steamed or chemically treated to eliminate diseases and insects. If soilless mix is used, trace elements and a wetting agent should be added and mixed thoroughly. Unfamiliar mixes should be used on a trial basis the 1st time.

PROPAGATION—Losses during propagation are usually due to disease. Rooting is delayed by low temperatures and drying of the foliage. A rooting compound should be used and sanitary conditions maintained. Intermittent mist will keep the foliage moist. Medium temperatures need surveillance. Heat should be used to keep it at 70 degrees Fahrenheit or higher.

TEMPERATURE—Greenhouse temperatures during the rooting process and early growth stage (1st 3 to 4 weeks) should be maintained at 75 degrees in the daytime and 70 degrees at night. Once lateral branches are about ½ inch long, night temperatures can be dropped to 65 degrees with day temperatures of 75 degrees.

Lower temperatures during the final stages of forcing will enhance bract color. Lower temperatures during the early stage delays rooting.

FERTILIZATION—The poinsettia has a high nutrient requirement, and high-quality plants can be grown only when nutrient levels are maintained within a favorable range through the entire growing period. This can be done in several ways. Where an automatic watering system is used, con-



tinuous fertilization with a small amount of fertilizer in the irrigation water is efficient.

For continuous application for a 1-1-1 soil mix, one starts with 200 ppm of nitrogen from a 1-1-1 ratio fertilizer, such as a 15-15-15 containing ½ the nitrogen in the nitrate form. For a soilless peat moss-vermiculite mix, 300 ppm of nitrogen from the same material is used. Enough water so that some leaches through all the pots should be applied. If nutrient and soluble salt levels are not checked every 4 or 5 weeks, 1 fertilization each week should be replaced with water to prevent a possible buildup of soluble salts.

Nutrient levels can also be maintained with weekly applications of 500

ppm of nitrogen from the 15-15-15, or similar soluble fertilizer.

Based on the Rutgers greenhouse soil analysis, levels should be maintained within the following ranges:

	1-1-1 Soil- Peat moss- Perlite	Soilless Mix Peat moss- Vermiculite
pH	6.0-6.5	6.0-6.5
Soluble Salts*	15-125	60-175
Nitrate		
Nitrogen (ppm)	15-75	150-250
Ammonia		
Nitrogen (ppm)	3-30	15-75
Phosphorus (ppm)	15-100	100-250
Potassium (ppm)	75-200	150-300
Calcium (ppm)	700-3000	700-3000
Magnesium (ppm)	60-300	500-600
* Soluble salts in an extract of 1 part soil and 2 parts water by volume.		

SPACING—Final spacing should be 2.5 plants per square foot, or 7.5 inches on center. Plants can be placed pot to pot during rooting but should be spaced out when rooting starts.

PINCHING—Cuttings should be pinched as soon as roots reach the edge of the pot. This is usually 3 to 4 weeks after the cuttings are stuck. 4 leaves should be left so that 4 breaks will develop.

GROWTH RETARDANTS—In order to obtain a well-proportioned plant from cuttings rooted between August 25 and September 3, a growth retardant is required. A drench of A-Rest® at the .25 mg per pot rate is effective. This rate is achieved by mixing 2 ounces of A-Rest® per gallon of water and applying this at the rate of 2 ounces per 4-inch pot. This should be done when the new lateral breaks are 1 inch long. Omission of the growth retardant will result in tall, poorly proportioned plants.

ROOT AND STEM ROT CONTROL

—If soil is used as a component of the planting medium, it should be sterilized. If soil is sterilized with steam, the temperature must be raised to 180 degrees F (82 degrees C) and held at that temperature for 30 minutes. The soil may be used for planting as soon as it is cool. If chemicals are used for sterilization, manufacturer's recommendations should be followed.

Disinfected potting tables and greenhouse benches should be used. The material LF-10®, diluted at the rate

(Continued on page 71)

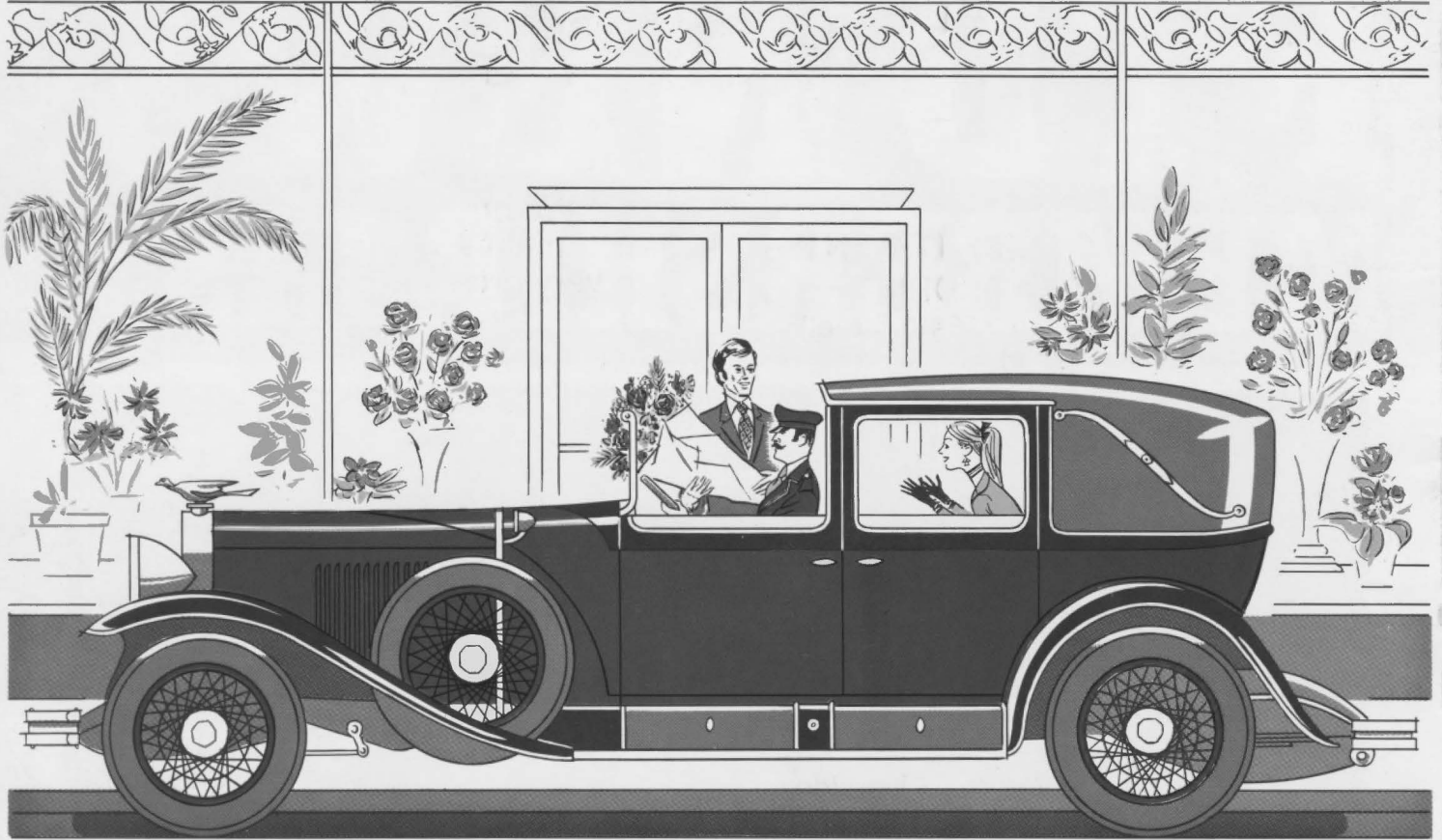
AUGUST/SEPTEMBER 1975

FTD NEWS MEMBERSHIP LIST



INSIDE: A GUIDE TO SELLING YOUR FTD FLOWER SHOP
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FTD 37-5329

September 29, 1975

*July 2 event
Golden Rose*

Dear Gordon:

You really do your job well.
Thanks for sending me the papers and publications.

I appreciate your keeping me up to date on what's been going on. As soon as the film arrives, I will take a look at it.

Cordially,

Sheila Rabb Weidenfeld
Press Secretary to Mrs. Ford

Mr. Gordon L. Smith
Vice President
Edward Gottlieb & Associates Ltd.
818-18th Street, N.W.
Washington, D.C. 20006

