

Spring 2002

# Flower Talk

## Shop Talk

### Happy to help

We were happy to help the following worthwhile causes recently: Ladies Curling Peterborough Golf & C.C., Peterborough Symphony Orchestra, TAS trip to Europe, ORC

### Enjoyment Guarantee

We sell only top quality flowers. We treat each order with personal consideration. Please enjoy your flowers to the fullest. If they do not meet your expectations within 96 hours, please return them to us (with the card) for full replacement. We want you to enjoy the many benefits our blooms can bring.

### Flowers After Hours

Need to order flowers after hours? No problem! Our 24-hour answering service is operated by real human beings who will be pleased to assist you at any time of night or day. Just call 742-1617.

### Visit Us in Cyberspace!

Have you checked out our Web site? [www.eastcityflowershop.com](http://www.eastcityflowershop.com)  
This is a secured site with lots of great selections, information and tips. If you prefer our old site it is still active at [www.ftd.com/eastcityflowershop](http://www.ftd.com/eastcityflowershop).

## The Heliconia

## Flower

By Cindy Hoogasian,  
*Florist Magazine*

Eye-catching best describes the large tropical bloom produced by the heliconia psittacorum, the variety most commonly used by florists. Its magnificent blooms rise up the stem, stair-step fashion, creating a well-balanced flare of colour. Often, a long green leaf projects nearly the length of the flower shoot, adding a dash more colour and counterbalancing the flower cluster's weight. Heliconia is sometimes known as lobster claw or wild plaintain.

The heliconia has simple care needs. Florists must remember that cold is this blossom's enemy. It's more sensitive to low temperatures than bird-of-paradise and should never be exposed to temperatures lower than 55 degrees F. It requires



high humidity levels and should be stored in clean water. Although heliconia doesn't drink much water, it needs plenty available to maintain the proper ambient humidity level. Consumers should be advised to keep the flower in a warm place, away from drafts and direct sunlight, and to make certain ample holding water is provided.

## East City Flower Shop's First Maternity Leave Daughter Starts High School

To celebrate Mother's Day, I would like to tell you about Jannette White, a grade nine student at P.C.V.S. Jannette's mother Melissa works at East City Flower Shop and was our first employee to go on maternity leave. Time flies, and now Jannette is active not only at school but at Mark St. United Church and

in Army Cadets. Braces come off her teeth in April and she is taller than both her mother and me.

After high school Jannette wants to study at Royal Military College in Kingston or study veterinary sciences.

Mother's Day is a wonderful time to celebrate family.

## Encouraging words

I just want to express my thanks to all of you with whom I spoke to last week in regards to flowers for Joyce Fickling. You were so very kind to call me back with the arrangements.

I've never in all my years of ordering flowers come across a nicer shop to deal with or kinder people! You're Great!

*Nancy Lamond*

## Upcoming events

Passover - March 28

Easter Sunday - March 31

Administrative Professionals

Day - April 23

Mother's Day - May 12

Father's Day - June 16

## Air drying flowers

This is the easiest and most popular way of drying flowers. Gather a small bunch of flowers, tie them together and hang them upside down in a warm, dry, dark area. For wide-headed flowers, a box with a piece of chicken wire on it can hold the flower heads open while they dry.

Flowers suitable for air drying:

Allium (onion & related plants)

Delphiniums

Globe

Hydrangea

Iris

Lavender

Larkspur

Poppy

Pussy willow

Queen Anne's Lace



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## Janet travels

### *Abroad*

Thank you to all who have asked about my recent trip to Nigeria. I spent 10 days immunizing children against polio in the rural areas near Abuja. I went with other Rotarians from the Simcoe/Orangeville area and met several Australians upon arrival. I don't have the words to tell you how special the time I spent there was.

Rotary's number one goal world wide is to eradicate polio by the year 2005. I feel this goal is

attainable with the great accomplishments being done by the people we worked with.

For all of you who brought me pins, stickers and frizbees, I say thanks. A huge thank you to Peter Sullivan who gave me enough candy to fill a suitcase. To say children the world over love candy is an understatement!

If you would like me to speak to your group, please feel free to call me, I would be happy to do so.

## Mother's Day May 12th

### The FTD Surround Yourself With Loveliness bouquet

Surround Mom on her special day with beautiful flowers that arrive in an elegant handpainted vase designed exclusively for FTD by Tracy Porter.



## YWCA

### Walk-a-thon

YWCA Walk-a-thon takes place on May 26th at Bonnerworth Park. If you have not participated in this really fun event before, now is a great time to hop on board. Last

year we were able to raise a whopping \$40,000 to help women and children escaping abuse and hunger. If you are not able to walk, why not sponsor someone?

## Mom-Isms:

*From camelot.shadowlink.net*

(Those silly words/phrases that we catch ourselves saying that remind us of Dear MOM)

•I'm going to give you until the count of three. •Do you think your socks are going to pick themselves up? •I don't know is NOT an answer. •Don't put that in your mouth, you don't know where it's been. •You can't find it? Well, where did you leave it last? •I'm not going to tell you how to spell that when you can look it up in the dictionary! •Eat those carrots, they're good for your eyesight. You never see rabbits wearing glasses, do you? •I hate having you drive alone at night. •You don't WANT to clean your room? You don't have to Want to! •You can be anything you want to, if you just set your mind to it. •Eat the crust of your bread. It will make your hair curly and your teeth white. •I'm not just talking to hear my own voice. •So it's raining? You're not sugar — you won't melt. •Don't run with a lollipop in your mouth.

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