

# PMA FRESH SUMMIT **FLORAL 2007**



In the Fresh Ideas Marketplace, a colorful bounty of flowers, potted plants and balloons show the impact of good merchandising.



Another creative idea was a display featuring a local high school or college team. Retailers can build sales while showing support for their region's teams.



At the Sun Valley booth in the Fresh Summit Exhibit Hall, with a chandelier of tulips in the background, were Marge Robinson of Consumer Effects; Karen Waxman of Sun Valley; and Sandy Danielski of Consumer Effects.



At the Floral Networking Reception at PMA's Fresh Summit in Houston Oct. 12-15 were Ben Pauley of FTD; Cindy Hanauer of Winn Dixie; Jay Hartley of Super Valu; and Tom Lavagetto of Floral Consulting Group.



Alicia Del Pino and Brian Lee of Nature's Flowers; Cheryl Whinhan of Safeway; and Pam Smith of Nature's Flowers at the Floral Networking Reception.



Ray Steinmetz of Nurserymen's Exchange; Mike O'Brien of Schnucks Markets; and Kellin Stailey of Sunshine Bouquet at the Floral Networking Reception.



Tracy Terrace of Aerial Bouquets; Marcy Britigan of MEI; and Kathy Hession of Roundy's at the Floral Marketing Reception.