



October 2011 Meeting Notice September 2011 Meeting Notes

Mission Statement: The Cincinnati Flower Growers Association is an organization of growers, retailers, suppliers and educators dedicated to the promotion of flowers and the well being of those around us.

Where: Fort Thomas Florist
63 South Grand Avenue
Fort Thomas, KY 41075

When: Wednesday, October 5, 2011
Open House at 4:00 PM
Meeting at 5:00 PM
Dinner following meeting
Presentation at 6:30 PM (Alfred Rios and Luis Canas presentation about decision support system, a web based pesticide database being developed by the USDA.

RSVP: Please RSVP to Fort Thomas Florist at 859-441-8049

HISTORY OF FORT THOMAS FLORIST

“It’s a family business,” explains Tom Messmer, Part-Owner of Ft. Thomas Florist. The Messmer family has been successfully operating their florist business on Grand Avenue in Ft. Thomas since the early 1930’s.

George Messmer established the thriving local business when he first leased the Florist and Greenhouses in 1933 and then later purchased the facilities as well as the land in the 1940’s. He and his wife, Leona, better known as the ‘Bow Lady’ for her decorative and elaborate bows, worked throughout their entire adult-lives at the Florist, while also raising their three sons, Bob, Tom and John Messmer. Today, Bob, Tom and John are Co-Owners and operators of the company. The next generation of the Messmer Family takes part in the growing of the business as well with Mitchell Messmer, John Messmer

and Michael Brooks all working as family employees.

Although they have been in business over 70 years, they continue to expand and improve every year. In 2007, the company replaced over 60,000 square feet of the old glass-pane windows in their multiple greenhouses with more energy efficient double-poly plastic panes. The Florist currently has 15 greenhouses and over an acre of land at which something growing at all times. Hardy mums for the fall are ready now, but began being cultivated in June. Their poinsettias are already started for the holiday season and in November they will start growing lilies for Easter. From there, its spring time at the Ft. Thomas Florist: their biggest and busiest season of the year. They offer a variety of beautiful annuals, perennials, trees & shrubs in all shapes and sizes during the months of May, June, July, August & September.

The Ft. Thomas Florist has continued their culture of consistent improvement by recently remodeling the street-level Garden Shop that now houses more garden supplies, bird baths, decorative pots, silk arrangements and more.

Beneath the Garden Shop is the ever-busy Flower Shop. Everyday work in the Flower Shop consist of fresh flower arrangements for birthdays, anniversaries, illness, births, funerals, wedding and special occasions. Many customers like to simply stop by and pick up a bouquet for their home. The Ft. Thomas Florist is unique in the fact that they have 15 greenhouses at their fingertips to enable the Flower Shop to create colorful blooming baskets or arrangements of flowers all year round. The Flower Shop provides design services for many weddings, receptions, rehearsals and private parties.

Walk into the Flower Shop any given afternoon and the happenings of everyday life are evident in the varied orders adorning the countertops. With lots of good-natured bantering and laughing filling the air, you know you are in a family atmosphere. There is hardly a day going by when a customer doesn't walk in and say "I'd love to work here"!

September 2011 Meeting Notes:

Welcome and Minutes

The meeting was hosted by The Krohn Conservatory. President Elmer Grosser called the meeting to order and thanked everyone for attending. He thanked The Krohn for hosting.

The minutes were approved as sent, with a motion made by Jesse Hensen and seconded by Ralph Ostendorf.

Treasurer's Report

Beth McCabe Legge gave the treasurer's report. Deposits were made for July and August dinners, split-the-pot and dues. Payments were made for the Michigan van trip and the flowers for the Selhorst funeral (Bob Selhorst's wife). No bills were presented. A motion to accept the treasurer's report was made by Bob Maddux and seconded by Ron Robben.

Committees:

OFA:

Fall meetings are coming up.

Hamilton County Extension:

Dave is working with MSD to develop learning gardens. Letters have been sent out to schools to see if there is an interest.

Flower Show:

Bob Maddux gave an update. A meeting will be held with Symmes Township to discuss flower show plans. A fall show, in Symmes Township, is in the works. Julie is conducting children's programs. The spring show will return in 2013. A fund raiser was held at Kenwood Country Club and did really well. Another fund raiser is being held on September 26 as part of a weeklong celebration of Mary Margaret's years of dedication to the Society.

Farm Bureau:

Held Farm Bureau Day at Stricker's Grove on August 18. 1200 to 1400 people attended.

Old Business:

Dave Maile presented findings from the survey that was handed out at the August meeting. This was a survey given to get ideas of how to bring new enthusiasm and learning opportunities to the group. The top 3 ideas were:

- Line up a speaker to bring up to date information on new technology – for the office, greenhouse and irrigation.
- At each meeting, one company should share a success story that they had that year re: plants, marketing, people, and management.

- At each meeting, one company should share a failure re: plants that you had a problem with, what we all can learn from the experience.

Regarding ways to increase attendance and grow membership, the top 3 ideas were:

- Change our membership requirements to allow garden centers (no growers) to be eligible and to develop a recruiting person or group to communicate with potential new or old members.
- Organize for one of our meetings a picnic day at a park where we can socialize with corn hole, horseshoes, etc.
- Group buying.

New Business:

None.

Adjournment:

A motion to adjourn was made by Ron Robben. The motion was seconded by Mitchell. The meeting was adjourned.

Next Meeting:

Will be held on Wednesday, November 2nd.

2011 Meeting Schedule:

January	H. J. Benken's
February	Waldo and Associates
March	Bard's
April	Krueger-Maddux
June	McCabe's
July	Eason
August	Cincinnati Zoo
September	Krohn Conservatory (need confirmation)
October	Ft. Thomas Florist
November	Open
December	Open

2012 Meeting Schedule:

January
February
March
April
June
July
August
September
October
November
December

Krueger-Maddux