



For Immediate Release

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TotalFloral participates in The Super Floral Show's 2005 Educational Program

Houston, Texas: On June 22 - 25 the annual Super Floral Show was held in Houston, Texas. Hundreds of supermarket executives and floral buyers reviewed countless floral exhibits at the event. In addition to the exhibits, the show offered an expanded educational section.

Chris Buss, President of TotalFloral, was a featured panelist at the session entitled; **"Staffing: Doing more with Less"**. Chris was joined by Cindy Hanauer, VP Floral Operations of Winn Dixie Stores and Jay Hartley, VP Mass Market Sales for the Queens Group. Attended by about 75 executives and buyers, this session explored how supermarket floral professionals are leveraging supplier skill sets and resources to achieve objectives. A multitude of vendor – retailer partnership scenarios were presented and discussed. Examples of how motivated vendors have leveraged their expertise to deliver dramatic results for their retail customers were also presented. The formal presentation was followed by a spirited discussion where Mr. Buss and the other panelists fielded questions from the engaged audience.

A key take – away from the session was that in today's competitive atmosphere, the floral department, being a niche category, is unlikely to benefit from increased internal staffing. In order to achieve sales gains, the sophisticated floral director realizes that they must lean on capable, motivated supplier partners to manage aspects of their business. In short, utilize the supplier community to do more with less.

TotalFloral is a professional service firm specialized in delivering a unique blend of products and services aimed at ensuring retailers' success in the floral category. Learn more about TotalFloral at www.totalfloral.com

If you would like additional information, call Chris Buss at 877-696-4200 x23