

A FORWARD THINKING INITIATIVE

In October, the Society for American Florists (SAF) hit the streets in more than 225 cities across the country to Petal It Forward.

“Happiness ambassadors” were out on the streets in full force to hand out flowers to thousands of people so they could experience the positive emotional benefits that flowers create.

The Petal It Forward program plays off of the pay it forward movement. People on the street were randomly surprised with flowers from the ambassadors. The recipients received two bouquets — one to keep and one to share with a friend, family member, co-worker or even a complete stranger — so they could make others happy.

According to Jennifer Sparks, SAF’s vice president of marketing, the organization’s research shows that 80 percent of people said that flowers make them happy and 88 percent said that giving flowers makes them happy!

Sparks says the research also shows that just being around flowers can improve a person’s mood. Seventy-six percent of the people surveyed said that having flowers in their home or office helps put them in a better frame of mind and make them feel cheerful.

Flower recipients also were encouraged to share their experience on their favorite social media channels with the hashtag #petalitforward to really help spread the word.

This is the second year of SAF’s Petal It Forward program. Last year, the campaign generated more than 212 million consumer impressions through traditional media coverage and 1.2 million more impressions on social media. SAF is still tallying this year’s results and the totals should be released some time this month.

Ben Dobbe, of Holland America Flowers in Arroyo Grande, California, said the Petal It Forward program “is a win-win for growers, wholesalers and retailers” because it creates such a positive buzz around the products our industry produces.

If you didn’t take part in this year’s Petal It Forward program then check out this YouTube video (<https://youtu.be/kyJdn00q8IA>) to see what happens when these people receive random gifts of flowers.

You can learn more about the program and how you can participate in the 2017 Petal It Forward program by visiting www.safnow.org.

NOMINATE NOW

Don’t forget, we are currently accepting nominations for GPN’s 40 Under 40 Class of 2017.

We are looking for the next crop of individuals who are currently carving out the horticulture industry’s future.

If you know someone who deserves to be in next year’s class, then you should nominate that person today. All you have to do is go to www.gpnmag.com/40-under-40-awards and fill out the nomination form.

The deadline is Jan. 23, 2017.

We’ll announce the Class of 2017 in the May issue of GPN.

P.S. Have a safe and happy holiday season from all of us at GPN.



616.520.2161
 thodson@greatamericanpublish.com
 ● www.facebook.com/gpnmag
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STAFF

EDITORIAL DIRECTOR

Tim Hodson, thodson@greatamericanpublish.com
 616.520.2161

MANAGING EDITOR

Jasmina Dolce, jdolce@greatamericanpublish.com
 616.520.2162

RETAIL EDITOR

Abby Kleckler, akleckler@greatamericanpublish.com
 616.520.2163

ASSISTANT EDITOR

Ana Olvera, aolvera@greatamericanpublish.com
 616.520.2171

CONSULTING EDITOR

Jim Barrett, University of Florida

CREATIVE DIRECTOR

Kristina Howell, khowell@greatamericanpublish.com
 616.520.2168

GRAPHIC DESIGNER

Greg Ryan, gryan@greatamericanpublish.com
 616.520.2145

DIGITAL DESIGNER

Allison McKenzie, amckenzie@greatamericanpublish.com
 616.520.2142

PRODUCTION ASSISTANT

Samantha Orsi, sorsi@greatamericanpublish.com
 616.520.2148

CUSTOM MEDIA EDITOR

Courtney Coon, ccoon@greatamericanpublish.com
 616.520.2141

AUDIENCE DEVELOPMENT

Becky Stovall, bstovall@greatamericanpublish.com
 616.520.2138

GROUP MARKETING DIRECTOR

Melissa Gray, mgray@greatamericanpublish.com
 616.520.2153

ACCOUNTING/BILLING

Sally Ostman, sostman@greatamericanpublish.com
 616.520.2136

CEO

Matt McCallum, mmccallum@greatamericanpublish.com

ADVERTISING

VICE PRESIDENT, GROUP PUBLISHER

Bob Bellew, bbellew@greatamericanpublish.com
 606.520.2164

INTEGRATED MEDIA CONSULTANT - EAST COAST

Amanda McAdam Brown, amcadam@greatamericanpublish.com
 708.560.4046

INTEGRATED MEDIA CONSULTANT - WEST COAST

Kimberly Sammartino, ksammartino@greatamericanpublish.com
 630.901.4735

CLASSIFIED ADVERTISING MANAGER

Kim Meyers, kmeyers@greatamericanpublish.com
 616.520.2137

SUBSCRIPTIONS

CIRCULATION OFFICE

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GREAT AMERICAN MEDIA SERVICES INC.

P.O. Box 128, Sparta, Michigan 49345

Phone: 616.887.9008 • Fax: 616.887.2666

Email: frontdesk@greatamericanpublish.com



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