

Grandiflora Featured in Grower Talks Magazine April 2008

Grandiflora was featured as the cover story in the April 2008 issue of Grower Talks Magazine in an article entitled "Call it Thrifty, Call it Cheap - we call it Smart Business". The story focused on the nursery's efforts at sustainability including catching and re-using irrigation water, buying back customer's used plastic containers, and recycling aluminum cans, pallets, and old vehicles.



Alan Shapiro, owner of Grandiflora, speaks at Educational Events around the South

In 2006 and 2007, Alan Shapiro was asked to speak at Maclay Botanical Gardens in Tallahassee, the Jacksonville Zoo, the South Carolina Nursery Association Trade Show in Myrtle Beach, and the Charleston Winter Symposium.

Most of these powerpoint presentations focused on the topic "Surprisingly Hardy Tropical-looking Perennials for Southern Gardens".

Alan and Ellen Shapiro go on Amazon Adventure



In February 2007, Alan and Ellen took a once in a lifetime plant exploration trip to the wilds of Brazil, starting from Manaus, a city 1000 miles up the Amazon River. Living and traveling in a boat that accommodated 24 passengers, the Shapiro's and their traveling companions (mostly aquatic plant enthusiasts), were in search of a rumored Dwarf Victoria Water Lily.

Besides seeing exotic birds like caracaras, macaws, green parrots, and toucans, the Shapiro's also saw (and sometimes handled) monkeys, boa constrictors, sloths, iguanas, and

caymans. They also found many exotic plants in the rain forest that unfortunately they could not bring back seeds or cuttings of, only pictures.

Alan caught a black pirhana while fishing for Peacock Bass, and it was delicious.



Grandiflora takes first prize at FNATS 2006

We won First Place Large Exhibit for our trade show booth at FNATS on September 28, 2006. The theme was color in the landscape, so we dressed as painters, complete with paint-splattered pants. Our signage declared "Grandiflora - it's all about color!" If we had brought extra pants, we could have sold them all.



Combo Pot Winner at Southeast Greenhouse Conference

Grandiflora won top prize for its wheelbarrow full of perennials in the first mixed container contest at the Greenville SC trade show in June 2006.



Cingular Wireless Tower constructed

Being so close to Interstate 75, Grandiflora was chosen as an ideal location for a **Cingular Wireless Tower**. Construction of the 200-foot tower was completed in May 2005.



2005 Trade Show Theme - A New Idea is Born

Announcing the birth of Grandiflora

In the winter of 2005, we dressed in scrubs in Myrtle Beach SC and Mobile AL to promote the birth of our new marketing program, winning booth awards at both shows.



New Loading Dock

We recently completed construction on an impressive 100'X 40' covered loading dock with plans to double its size in the next year. Now our loaders don't have to work in the dark, rain, lightning, hail, or blazing sun.



San Felasco Nurseries, Inc. Becomes Grandiflora

A new name, logo and branding program will position the nursery to reach the next level of professionalism and become a major supplier of color for the entire southeast.

After 3 decades of customers and suppliers wrestling with the spelling and pronunciation of **San Felasco**, owners **Alan and Ellen Shapiro** announced plans to change the name of their 106-acre Florida nursery to **Grandiflora**. Coordinated with the name change will be the debut of a new whimsical logo and a branding program for the nursery's products. In the future, flowering plants will be marketed as "**Grandiflora Grown**" with the tag line "**long-lasting Southern**

blooms". The Shapiro's hope that in time, retail nursery customers will request "Grandiflora Grown" plants just as they currently seek out products from Monrovia, Blooms of Bressingham and Proven Winners.



Let's Get Tropical!

Our fall 2004 Trade Show theme promoted our hardy tropical line.

San Felasco wins Operation of the Year Award

At FNATS 2003, it was announced that San Felasco Nurseries had won Ornamental Outlook Magazine's Operation of the Year Award.



New Cold Frames

In early 2003, we finished construction of 8 new Jaderloon greenhouses sited just north of the office building to protect our perennials during the winter.



Two More Trade Show Booth Awards

San Felasco won best large booth at both the SNA and FNATS show this summer with the theme "Be a Plantnik...Think Outside the Boxwood"

New Pond

In the winter of 2000-01, we completed the excavation of a 2+ million gallon pond for capturing nursery runoff. Rain and irrigation water draining over impermeable plastic flows into the pond through a man-made swamp that helps filter out nitrates, herbicides, and pesticides. Since early 2003, pond water has been re-used by pumping it back through our irrigation system. We hope to recycle a half million gallons of water per irrigation cycle with this system.



New Land

In June 2001, San Felasco acquired 35 acres of land just to the north of the Millhopper Road property and adjacent to I-75. Clearing of the land began in early November. The first 15 acres of production space were graded, irrigated, and covered with plants by Spring 2003. Earlier that year, we sold the original 25 acre parcel of land on 32 Avenue and consolidated all nursery operations down to one 107 acre facility, eliminating the need to shuttle plants, supplies, and manpower between two locations, five miles apart.



New Greenhouse

Spring 2001 marked the completion of the installation of a 2-acre retractable roof Cravo Greenhouse. Working with Paul Scott, a Cravo Greenhouse installer sent down from Canada for three weeks, San Felasco supervisor Mark Niemiec and his crew put the whole structure together in a surprisingly short time. Everything was proceeding smoothly until a front dumped 10 inches of rain and the site became a mud bog, but perseverance and determination enabled the crew to get the job done.



New Plants

This year, we have been excited by the performance of *Bulbine fruticosa*, Hibiscus cultivars like 'Plum Crazy', 'Sweet Caroline, and 'Kopper King', Colocasia 'Nancy's Revenge', grasses like *Paspalum* and *Eragrostis*, *Echinacea paradoxa*, Phlox 'Intensia', and the vines *Manettia cordifolia* 'John Elsley', *Passiflora* 'Lady Margaret' and 'Lavender Lady'.



New Entry Building at Kanapaha Botanical Gardens

The new Summer House opened in 2002 with help from the local nursery association and the entire community. It contains offices, meeting rooms, a library, conference room, gift shop, and gallery.



New Trade Show Theme

We unveiled a new theme in August 2003 at SNA in Atlanta...San Felasco's Gallery of Landscape Masterpieces. At FNATS in Orlando this September, we won a prize for Outstanding Large Plant exhibit.