

**The original documents are located in Box 36, folder “Florists” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE  
WASHINGTON

January 28, 1976

Marge:

I had a call from Marge Rogers, a personal friend of Mrs. Ford's, who told me that Roses, Incorporated has never received a thank you letter for sending a complimentary box of roses to the White House. She suggested sending a letter to James C. Crone and a copy to Tom Andre. The address for Mr. Andre is: Mr. Thomas J. Andre, 663 Knowles Avenue, South Hampton, Pennsylvania. She also thought it would be nice to send a picture of how Rusty is displaying and arranging these roses.

Could you please see what you can do on this.

Thanks.

Carolyn Porembka



file

Roses  
INCORPORATED



Commercial Rose Growers Association

JAMES C. KRONE, Executive Vice President  
1152 HASLETT ROAD  
HASLETT, MICHIGAN 48840  
AC 517-339-9544

October 21, 1975

Mr. Denis I. Paul  
Paul's Wholesale Florist Company  
1312 Eye Street, N.W.  
Washington, D.C. 20005

Dear Dennis:

I understand that Tom Andre is currently shipping roses through you for complimentary presentation on behalf of Roses, Inc. to Rusty Young at the White House.

It is Roses, Inc.'s intentions to supply a box of roses on a complimentary basis to the White House through the balance of this year, and through next year becoming a permanent arrangement, hopefully.

As projections go at the moment, however, this would at least be an arrangement that we would extend to the White House for the balance of this year and next.

In order to facilitate this arrangement, we need a local wholesaler in the Washington area who can see that the roses are delivered to Rusty for his use.

I gather from talking with Tom Andre that he may have previously discussed this with you and that you are willing to be designated as the wholesaler contact to service this arrangement.

I want to confirm that this arrangement has been established. I will let the growers know that plan to ship roses so they can plan their schedules accordingly.

Basically, Dennis, we will ask our members to ship on Tuesday for Wednesday arrival in Washington. This avoids Sunday shipping which we like to avoid.

With confirmation from you on agreement to handle the roses, we will start to develop a list of growers who will ship for this event. We will probably use a different grower each month.



I will develop a register of them so you will know who is going to be shipping during the months ahead. If necessary, you can contact the grower directly if the roses fail to show up on a given time, or better yet simply call this office and our people here can follow up accordingly.

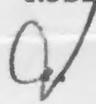
How does this sound to you?

I will look forward to hearing from you so we can complete our plans on this project.

Warm regards.

Cordially yours,

ROSES INCORPORATED



James C. Krone  
Executive Vice President

JCK:tk

cc: Thomas J. Andre

*Hear Carolyn:  
This Dennis J. Paul has recently elected  
to the Republican Central Committee of  
the District of Columbia. Marge.*





Carolyn Porenchka  
The White House  
1600 Pennsylvania Ave., D.C.  
Washington, D.C. 20500

Frank W. Rogers  
313 Cambridge Road  
Alexandria, Virginia 22314  
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MEMORANDUM

THE WHITE HOUSE  
WASHINGTON

August 28, 1975

Mrs. Ford:

I want to make certain you see the attached letter from the Society of American Florists. They are fine people to work with.

Also, I have obtained the names of other outstanding designers in the country through J. Lidden Pennock for whom I have great respect. He assisted the Nixons for the Prince Charles - Princess Anne Dinner Dance, Tricia's Wedding and several Christmases. I have complete faith in his suggestions. Mrs. Mary Beth Weston, Garden Editor, House and Gardens helped him compile the list. Pat Howard will furnish you the names.

The Swimming Pool project is finally nearing completion. Your Dressing Room is finished and the Guest Rooms will be papered by Saturday. We will bring the furniture in Saturday.

Have eliminated the grill work in the north bedroom bathrooms. Will paint next week.

Henry Haller will be in Tuesday and will submit suggested menus for September 25 and October 2 dinners through Pat Howard. Pat has checked with State Department for possible dietary restrictions.

I am leaving tomorrow to visit my daughters in Colorado and Montana. I will return to work on September 16. As I will be travelling a lot of the time I will call in every couple of days.

I have mixed feelings about going at this time but feel I really need to "get away" for a while. I know the Residence is in good hands and that everything will work out just fine.

Rex Scouten



society of american florists and ornamental horticulturists  
901 NORTH WASHINGTON STREET, ALEXANDRIA, VIRGINIA 22314, TELEPHONE (703) 836-8700

JOHN H. WALSER  
EXECUTIVE VICE PRESIDENT

August 25, 1975

The First Lady  
The White House  
Washington, DC

Dear Mrs. Ford:

Over a period of years, the Society of American Florists, the national trade association of floriculture in America representing growers, wholesalers, and retailers, has been assisting the White House staff in securing and designing floral decorations at the White House for a number of events.

During the past year the Chairman of the American Academy of Florists, Mrs. Dorothy Temple, has been in touch with Mr. Rex Scouten and Mr. Rusty Young of your staff concerning the possibility of providing quality designers for various social functions and holidays at the White House. AAF is the formal organization designed to encourage, measure, and recognize excellence in the floral industry. AAF members are actively working for and in the industry and have been selected by a group of Trustees made up of fellow florists to reward competence in the profession of floriculture. Mrs. Temple would be able to voluntarily provide knowledgeable designers for any given occasion or event at the White House.

The Society is the only trade association in the floriculture industry representing all segments of the industry and the American Academy of Florists, which was founded by the Society in an attempt to professionalize our industry, could circumvent florists from capitalizing on their White House contacts.



Mrs. Betty Ford

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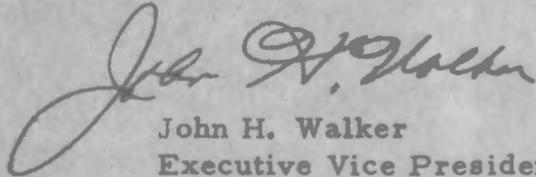
August 25, 1975

In addition to assisting Mr. Young in holiday season decorations, members of the Academy could be called on any time to assist you and your staff and particularly would be in a position to assist during the forthcoming bicentennial affairs without charge or expense of any kind.

On behalf of our President, Ralph Wright, the administration and management of the Society, I wish to express our genuine appreciation to you for your generous and tasteful use of flowers and plants throughout the White House.

Your consideration of this suggestion will be greatly appreciated.

Sincerely,



John H. Walker  
Executive Vice President

JHW/gh





society of american florists and ornamental horticulturists

901 NORTH WASHINGTON STREET, ALEXANDRIA, VIRGINIA 22314 TELEPHONE (703) 836-8700

August 25, 1975

Mr. Rex Scouten  
The White House  
1600 Pennsylvania Avenue  
Washington, D. C.

Dear Rex:

This morning I received a phone call from Barbara Besednik the Social Officer in the East Wing of the White House. She was desirous of securing from me the names of the ten best floral designers in the country along with their biographical sketches. I reviewed for her the fine working relationship that existed between the White House management staff and the SAF until recent months.

I informed Mrs. Besednik also that after reading the article by Miss Camilla Snyder in the Saturday, August 23 Washington Star I had decided to write Mrs. Ford a letter offering the SAF and the AAF services in selecting and rotating professional floral designers who would offer voluntarily to serve when needed.

I would appreciate very much your seeing that Mrs. Ford receives this letter. Having been neighbors of the Fords for about 14 years we don't want to see them embarrassed by members of our industry.

In the interim period please be assured that you and Rusty can call Doug Gordon, Perry Russ and me any time for assistance, and in the major projects Dorothy Temple, the Chairman of AAF will be pleased to come down for consultation. Until the First Lady is able to make a decision in this matter, please be sure to tell Barbara Besednik that the AAF will select professional floral designers to assist the White House in any possible way.

The Board of Directors of the Association of Former Agents of the U. S. Secret Service met in my office Saturday and have developed plans for their forthcoming annual meeting which will be held at the Ramada Inn in Roslyn, October 3-4, 1975. Stu Knight will be the principle speaker this year.

With kindest personal regards.

Sincerely,

  
John H. Walker  
Executive Vice President



P. S. I am sending blind carbon copies of the letter to Mrs. Ford to yourself, Rusty, and Mrs. Besednik.

*file*

THE WHITE HOUSE  
WASHINGTON

February 14, 1975

Dear Mrs. Ford,

The attached memo concerning the Alexander King Florist is what we discussed this morning. However, since the memo had already been drafted, I am sending this to you with the thought you might wish to have it for future reference.

Thank you.

*Pat*  
Pat

THE WHITE HOUSE

WASHINGTON

February 14, 1975

FOR: MRS. FORD  
FROM: PAT HOWARD  
SUBJECT: Alexander King Florist

Yesterday, I met with Mr. King of Alexander King Florist at Garfinckel's. He was most enthusiastic about the possibility of having an opportunity to create beautiful table centerpieces for you. Unfortunately, he has a vacation scheduled for next week. However, if you wanted him to cancel part of his vacation in order to do the tables for the Governors Dinner, I think he would do so (only for you). Mr. King did say that the first time he does the tables he would prefer to have more lead time so he could really do something spectacular.

As far as Garfinckel's goes, his resources are unlimited. Mr. King took me on a walk-through of the store and pointed out many, many items we could use. (He understand that all items must be American made.) He had many good ideas. For example, he suggested using one or more of the new designs Wamsutta is coming out with for their new line of sheets. He suggested using table cloths made of sheets with ruffles and shell centerpieces with flowers for your Senate Ladies Luncheon this spring. (The shell items are American made.)

Mr. King is sending an arrangement of flowers to you this afternoon. He asked that I tell you how much he would like to do table decorations or any other type of flower decorations for you. He also said he would like to do the White House Christmas tree.

Thank you.