

The original documents are located in Box 3, folder “7-2-75 Golden Rose Award” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

MRS. FORD

EVENT: Receive Golden Rose Award from Florists' Transworld Delivery Association (FTD).

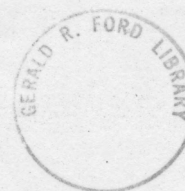
DATE: Wednesday, July 2, 1975

TIME: 3:30 p.m.

PLACE: East Garden

GUESTS: Guest list is attached

SEQUENCE:



3:30 p.m. When your 20 guests have all assembled, Susan Porter will escort you from the Residence to the East Garden.

3:33 p.m. The FTD Officers (only) will be lined up for the presentation. You will want to greet each one and then step into position at the location near the microphone for the presentation.

Mr. Robert Costin, National President of FTD, will make the presentation to you by reading a brief statement and handing the award to you. (The Golden Rose consists of a single delicate vermeil long-stemmed rose on an inscribed base.)

At the conclusion of his remarks, you will simply want to respond briefly by thanking them on behalf of yourself and all First Ladies through the years for this honor and commenting on how much their Association has done for the White House through the years.

3:38 p.m. At the conclusion of the presentation, at your invitation to join you for refreshments, the "formalities" will cease, and refreshments will be served in the East Garden or the Diplomatic Reception Room. Mingle informally with your guests.

3:55 p.m. At the conclusion, return to Family Quarters.

NOTE:

- Open press coverage
- Refreshments will be served
- A film will be made of the presentation to be shown at the annual meeting of the FTD Association
- Rusty Young is a former Golden Rose Award recipient. He and his staff are among the guests.

GUEST LIST FOR PRESENTATION OF GOLDEN ROSE AWARD

Mr. Robert Costin

President, FTD

Delray Beach, Florida

Mr. and Mrs. Richard Flowers

Mr. Flowers is Vice President, FTD

Randallstown, Maryland

Mr. and Mrs. Salvatore Guzzo

Mr. Guzzo is Director, Region 3, FTD

Carnegie, Pennsylvania

Mr. and Mrs. Lyman Keefe

Mr. Keefe is District 3-G Representative, FTD

Washington, D. C.

Mr. and Mrs. Frederick Gude

Mr. Gude is Past President, FTD

Laurel, Maryland

Ms. Elaine Gude

Ms. Gude is District 3-G Chairman, FTD

College Park, Maryland

Mr. Ronald Odgers

Mr. Odgers is with Edward Gottlieb & Associates, the public relations
firm of FTD

Scarsdale, New York

Mr. Gordon Smith

Mr. Smith is with Edward Gottlieb & Associates

Crofton, Maryland

Ms. Jo Ann Childress

Ms. Childress is with Edward Gottlieb & Associates

Alexandria, Virginia

White House Flower Shop Staff

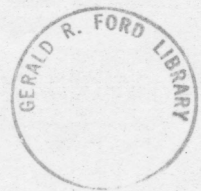
Rusty Young

Jimmy Nelson

Carl Beahm

Irvin Williams

Mr. Rex Scouten

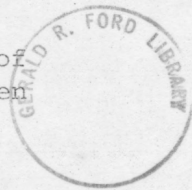


BACKGROUND:

The Golden Rose, one of the foremost awards of American horticulture, is being presented to you in appreciation for the many fine qualities that you and other First Ladies have brought to the White House. It is a tribute to you and your predecessors.

First Ladies of the United States have all brought singular talents and ideas to the use of flowers and plants in the White House setting. Millions of people have had their visits enriched because of the ways in which First Ladies have presented the White House to the public.

Since 1960 it has been presented from time to time to world leaders as well as lesser known persons of high achievement. In some instances, it has been primarily significant of the use of flowers and plants in terms of adding beauty to our daily lives. In others it has been given to recognize the fine, intangible qualities in people that flowers express in such a unique manner.



Previous recipients of the Golden Rose include former Senators Margaret Chase Smith, Everett Dirksen, and Spessard Holland; Prime Minister Pierre Trudeau; the officers of the Tournament of Roses; White House floral designer Elmer Young; Robert Dowling of Sterling Forest Gardens.

FTD is the world's oldest and largest inter-city retail florist organization. It is wholly owned and controlled by its members who annually elect and appoint their own officers. The qualifications for membership include: a florist must have operated his business for at least one year, have an excellent business reputation, and be highly professional at floral design. He must maintain a clean, attractive, well-equipped shop and provide competent delivery service. The Association maintains a rigid and constant self-policing program which periodically checks on every member to assure top service. FTD florists can be readily identified by the gold and black winged "Mercury" emblem displayed in their shops.

As you know, members of FTD have given generously of their time and talents for the benefit of the White House. This past Christmas twelve of the regional winners in the 1974 FTD Americas Cup competition responded affirmatively to invitations to join with the White House staff in decorating for the holidays. Mr. Bill Dove is active in FTD.

susan porter
July 1, 1975

100 Date Issued 6/27/75

By _____

Revised _____

FACT SHEET
Mrs. Ford's Office



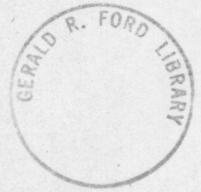
Event Accept the Golden Rose Award
 Group Florists' Transworld Delivery
 DATE/TIME Wednesday, July 2, 1975 3:30 p.m.
 Contact Mr. Gordon L. Smith Phone 331-7520
 Number of guests: Total 18 Women x Men x Children _____
 Place Photo in Rose Garden Reception in Dip. Reception Room
 Principals involved Mrs. Ford
 Participation by Principal Photo/Reception (Receiving line) _____
 Remarks required Background for thank you remarks
 Background Mrs. Ford will accept one of the foremost awards of American horticulture, the Golden Rose. Recipients of the Golden Rose have ranged from world leaders such as Prime Minister Trudeau, Margaret Chase Smith, REQUIREMENTS Everett Dirksen, to lesser known persons who have enriched the lives of others.
 Social: Guest list Mr. Gordon L. Smith to Susan Porter
 Invitations _____ Programs _____ Menus _____
 Refreshments Yes (Ice tea, coffee, and appropriate cookies)
 Entertainment _____
 Decorations/flowers Yes, normal for Diplomatic Reception Room
 Music _____
 Social Aides _____
 Dress _____ Coat check _____
 Other Officer stand-by for Special WH Tour afterwards.
 Press: Reporters Yes
 Photographers Yes
 TV Crews Yes
 White House Photographers Yes Color _____ Mono. _____
 Other _____
 Technical Support: Microphones _____ PA Other Rooms _____
 Recording _____
 Lights _____
 Transportation _____
 Parking South Drive ENTRANCE: South West Gate
 Housing _____
 Other (Risers, stage, platforms)

Project Co-ordinator Susan Porter Phone x2850

Site diagrams should be attached if technical support is heavy.

Suggested response by Mrs. Ford
is attached.

Remarks of Robert P. Costin
Presentation of FTD Golden Rose
to Mrs. Gerald R. Ford, The White House



MRS. FORD, LADIES AND GENTLEMEN:

I'M TOLD THAT WHEN YOU HAD MORE LEISURE TIME, YOU WERE A FLOWER
GARDENER. THAT MAKES YOU OUR KIND OF PERSON.

YOUR OWN RESPONSE TO FLOWERS LEADS TO YOUR BELIEF THAT ALL PEOPLE
RESPOND TO FLOWERS. YOUR POLICY OF KEEPING FRESH FLOWERS IN ALL OF THE
PUBLIC ROOMS OF THE WHITE HOUSE ONLY EMPHASIZES THIS ATTITUDE TO THE
1,350,000 PEOPLE WHO VISIT THE WHITE HOUSE ANNUALLY. AND WE'RE SECRETLY
PLEASED THAT YOU USE FLOWERS IN THE FAMILY QUARTERS MORE THAN ANY FIRST
LADY OF RECENT TIMES. SOME OF YOUR IDEAS ON FLOWER ARRANGING, FOR INSTANCE,
THAT BLOSSOMS SHOULDN'T TOUCH EACH OTHER, IS GOOD ADVICE WE'LL PASS ALONG
TO FTD MEMBERS.

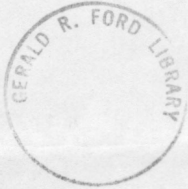
FIRST LADIES HAVE HAD A GREAT DEAL TO DO WITH THE WAY PEOPLE THINK
AND FEEL ABOUT FLOWERS. THE WHITE HOUSE IS UNIQUELY THE PLACE WHERE ART
AND FLOWERS HAVE COMPLIMENTED EACH OTHER, BUT IT IS ALSO A PLACE WHERE
FLOWERS HAVE ALWAYS BEEN A PART OF DAILY LIVING.

THE UNAFFECTED CHARM OF YOUR BOUQUETS AND THE NEW WAYS IN WHICH
YOU HAVE USED FLOWERS IN INDIAN BASKETS AND IN NOVEL COMBINATIONS IS
PART OF THE WAY PEOPLE THINK OF FLOWERS AT THE WHITE HOUSE.

THE FTD GOLDEN ROSE ENABLES US TO HONOR YOU FOR YOUR LEADERSHIP
IN USING FLOWERS TO WELCOME PEOPLE TO THIS BEAUTIFUL HOME. THE GOLDEN
ROSE EXPRESSES OUR ADMIRATION FOR YOU AS A PERSON. FLOWERS ARE SYMBOLS
OF THE FINE, INTANGIBLE QUALITIES IN PEOPLE, QUALITIES THAT MAKE US WANT
TO HONOR YOU AS FIRST LADY OF THE UNITED STATES.

ON BEHALF OF THE MORE THAN 14,000 MEMBERS OF FLORISTS' TRANSWORLD
DELIVERY, I AM HONORED TO PRESENT THIS GOLDEN ROSE TO YOU.

THANK YOU.



FDT
Golden Rose
presentations

①

July 2nd 1975

I'M VERY HONORED AT YOUR PRESENTATION. YOU'RE RIGHT -- I AM

A FLOWER GARDENER AT HEART, AND I'M ESPECIALLY FOND OF RAISING

ROSES. AND FRANKLY, I ~~can~~'T THINK OF ANYTHING MORE THERAPEUTIC

THAN SPENDING A COUPLE OF HOURS IN A GARDEN.

(2)

I KNOW I HAVE FRIENDS AND THERE ARE PEOPLE ALL OVER THE
COUNTRY THAT FEEL THE SAME WAY. SO ON BEHALF OF ME AND
PREVIOUS FIRST LADIES -- AND PEOPLE EVERYWHERE WHO LOVE
FRESH FLOWERS -- I WANT TO THANK YOU FOR THIS LOVELY
TRIBUTE.

THE FLOWERS THAT FILL THE WHITE HOUSE ADD MUCH TO MAKE IT
A LIVING WHITE HOUSE. THEY ENHANCE THE BEAUTY OF THE ROOMS
AND PROVIDE A WELCOME FOR VISITORS THAT IS FRESH AND SPONTANEOUS.

④

I THANK THE FTD NOT ONLY FOR THE HONOR, BUT FOR ALL THE HELP
YOU PROVIDE US DURING THE YEAR, STARTING WITH YOUR VOLUNTEER
HELP WITH OUR CHRISTMAS DECORATIONS. YOU HELP MAKE THIS WHITE
HOUSE, WHICH BELONGS TO ALL THE AMERICAN PEOPLE, A MORE LOVELY
PLACE FOR PEOPLE FROM EVERYWHERE TO VISIT.

THE WHITE HOUSE

WASHINGTON

Carolyn -

Please type
in large type
(as on cards) -

but on the pages
as you see the
first draft is done.

Thank you
Mrs. Ford

Bv 3 7/2/75

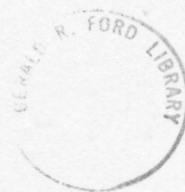
THE WHITE HOUSE
WASHINGTON

SUGGESTED RESPONSE of Mrs. Ford to Mr. Costin:

It is a great honor to accept this beautiful Golden Rose. Yes, I am a flower gardener, and I especially love raising roses! and I am deeply grateful on behalf of all First Ladies for your very generous tribute. Flowers throughout the White House bring color and softness and beauty which means so much to our whole family and to everyone who visits here.

I also want to tell you how grateful I have been for the wonderful cooperation and close association we have had with F.T.D. And I know this has been true with other First Ladies. The ideas and wonderful services of your members who have worked with us at Christmas and on many other occasions have helped make the White House the beautiful place that it is, not only for the President and his family but for all of the American people.

Thank you again for this lovely honor.



And now before we go inside for refreshments,
why don't we ask some of the other F.T.D. officers
to come up here for a photograph, and then their
wives.



Suggestions for remarks for
Golden Rose Award

I'm very honored at your presentation. You're right -- I am a flower gardener at heart, and I'm especially *fond of raising* ~~crazy~~ about roses. And frankly, I can't think of anything more therapeutic than spending a couple of hours in a garden. I know there are people all over the country that feel the same way. So on behalf of me and previous First Ladies -- and people *everywhere* who love fresh flowers -- I thank you for your tribute.

The flowers that fill the White House add much to make it a living White House. They enhance the beauty of the rooms and provide a welcome for visitors that is fresh and spontaneous.

I thank the FTD not only for the honor, but for all the help you provide us during the year, starting with your volunteer *which belongs to all Americans* help with our Christmas decorations. You help make ~~this~~ White House a more lovely place for *from* people everywhere to visit.

Sub

people everywhere to visit

decorations. You help make the White House a more lovely place for

us during the year, starting with your volunteers help with our Christmas

I thank the E.D. not only for the honor, but for all the help you provide

welcome for visitors that is clear and spontaneous.

White House. They enhance the beauty of the rooms and provide a

The flowers that fill the White House add much to make it a living

who love these flowers -- I thank you for your efforts.

same way. So on behalf of me and my family First Ladies -- and people

in a garden. I know there are people all over the country that feel the

I can't think of anything more refreshing than spending a couple of months

gardener at heart, and I'm especially proud about roses. And frankly,

I'm very honored at your presentation. Don't forget -- I am a flower

Golden Rose Award

suggestions for remarks for