

Floral Design May 15, 2025 Report Jill Pflaum

For our November end-of-season meeting, we held our annual holiday floral arranging event in the Snyder Auditorium at the Arboretum. Betsy Hawn and Meredith Heithoff of Robin Ross Farm led 35 members through building a holiday-inspired arrangement from materials they meticulously chose at the flower market that morning. Betsy and Meredith's knowledge of the flora, their design expertise and their lively personalities made the event a tremendous success. It was particularly well-received because it augmented the experience many members had earlier in the year when Betsy and Meredith presented the story of building their flower farm. The design workshop was followed by lunch and a presentation by guest speaker Andrew Gapinski, who was also well received by all.

Historically, we've capped the event at 25, but this year we extended it to 35 due to high interest and available space. Members were made aware of the event in a mailed meeting notice, via emails from Connie and on the web site. Registration and payment were also available on the website. As prices on everything rose this year, we also had to take the event price up from \$75 to \$85, but it did not seem to effect turnout as we sold out the ten incremental spots versus last year. This was a break-even event with \$26+ covering everyone's catered lunch and \$58+ covering the cost of the table-top vase and floral materials. Betsy and Meredith did not charge a fee, but I thanked them with LMGC photo cards and some local eggs I know they love. While they can't do the event again in 2025, they would love to do something the following spring with flowers from their farm.