



# Resendiz Brothers Protea Growers LLC

## Fall 2004 Newsletter

It's hard to believe Summer has come and gone. We do enjoy those long, warm Summer days but at the same time look forward to the Holiday Season and the onset of flower season! Summer, 2004 brought creativity and competition to Resendiz Brothers.



*Fun N Sun Booth*

In July, Mel and Diana assumed the role of "Designers" during the annual Fun 'N Sun Convention. Yes, Designers. We had the wonderful opportunity to design and assemble the California Protea Association's booth for the Friday "Flower Fair". What fun! We tried to create the feel of a flower shop one might visit in South Africa or perhaps "Down Under". We received lots of wonderful comments from



*"The Design Team"*

those who stopped by to visit the booth.

Then, in September, Diana was off to Maui for SAF. Once again representing the California Protea Association she arrived with six product entries in hand and ready to compete in the Outstanding Varieties competition. When the results came in our Brunia Albiflora won "Best in Class—Decorative Foliage". Needless to say, Diana was thrilled. Brunia Albiflora is a South African native and part of the Bruniaceae family. In California, it is best when harvested between April and July. This wonderful foliage has long woody stems and dark green scaly tips. Large clusters of green spherical balls adorn the tops. Brunia is wonderful to work with and has an exceptionally long vase-life.



*Best in class—Decorative Foliage  
Brunia Albiflora*

Both SAF & CAFG&S provided a great opportunity to see gorgeous flowers foliages and plants and to meet wonderful flower people.

## Grevillea Ivanhoe



This wonderful foliage is a relatively new product here at Resendiz Brothers.

Grevillea is an Australian native that is also a member of the Protea family. Ivanhoe has deeply divided green, jagged foliage with bronze colored tips. Red tooth brush-like flowers are prominently displayed during late Winter and Spring.

Ivanhoe makes an excellent florists' backing material and filler. In addition, like it's Protea family members, it is extremely long lasting. This is the perfect foliage for those Fall arrangements and bouquets!

### What's Coming Up

- ⇒ Protea Brenda
- ⇒ Protea Pink Duke
- ⇒ Protea Holiday Red
- ⇒ Filler Flowers

### *The Holidays!*

Warmest thoughts and best wishes for a wonderful Holiday Season and a very Happy New Year!



## Protea Red Baron

Protea Red Baron is one of our Holiday favorites! With its beautiful large bloom surrounded by ruby-red waxen brackets and dark green foliage, this flower is ideal for both Christmas and Valentine's Day. Red Baron is available from late November through April.

### Behind the Scenes....

Diana Roy has been a part of the Resendiz Brothers team for over three years. Her primary responsibility is sales and marketing. However, she also assists with accounting, growers accounts, and billing. She is also an active California Protea Association Board Member.



Diana graduated from San Diego State University with a Bachelor's Degree in Journalism, emphasis in Public Relations.

Diana worked 10 years for Marriott Corporation as a Convention Services Manager in a 1355 room property in San Diego. She eventually left the hotel industry to become a "Flower Farmer". After several years on the farm, she decided she enjoyed working with customers and computers better than pulling weeds and harvesting flowers. Now she enjoys the best of both worlds!