

(This article taken from the members only **SAF Wednesday E-Brief** dated January 14, 2009)

## Cherry Blossoms Florist is Pick for Rose Parade Trophy

For Cherrie Silverman, AAF, AIFD, this year's Pasadena Tournament of Roses Parade was memorable for many reasons — including one accommodation in particular at the new processing location.

"We had real bathrooms," Silverman says, with a laugh about the seriously needed amenities. "That was an improvement."

The owner of [Cherry Blossoms Florist](#) in Westminster, Colo., has worked on [Fiesta Parade Floats'](#) parade team for nearly a decade. And for the past four years, she's worked on the float that carries the parade's royalty, the queen and her attendants. The mountains of product, lavish themes and a big audience make for a coveted gig, but the hours make for an exhausted crew.



***BIRD IS THE WORD*** The Rain Bird Corporation's 'Entertaining Expedition' won the Sweepstakes Trophy at this year's Pasadena Tournament of Roses Parade. Photo credit: Pasadena Tournament of Roses

Silverman once worked from 8 a.m. until 2:30 p.m. the next day, and 24-hour shifts in the final stretch are not uncommon. But the opportunity to be a part of the historic, much-loved parade and the friendship among designers and volunteers keep Silverman marching right back.

"Working at the Rose Bowl is like combat for florists, but they're wonderful people to work with," Silverman says. "I've learned a lot, (like) how to chicken wire and do mechanics for large-scale projects that I would never do in my shop."

Eight out of 12 Fiesta Parade Floats won awards this year. The Rain Bird Corporation float, which won the Sweepstakes Trophy for its safari-inspired "Entertaining Expedition," was a particularly eye-catching Fiesta creation that incorporated, among other flowers and plants, 25,000 yellow Giant Oncidium orchids and 50,000 florescent red-orange roses.

For its 56th parade, FTD entered "Making of an Epic" float. While it did not win an award — a first for the company since 1998 — the old Hollywood-themed float — complete with cameraman stand and actors — complemented this year's parade theme, "Hats Off to Entertainment," says Emily Peterson, an FTD spokeswoman.

For a full list of trophy winners, click [here](#).



***EPIC PROPORTIONS*** FTD's 56th parade entry, 'Making of an Epic,' rolled with the parade's entertainment theme.

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