



FOR IMMEDIATE RELEASE

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### **That Flower Feeling Welcomes Two New Members to Its Advisory Board**

*San Marcos, CA*— That Flower Feeling (TFF), a nationally supported movement dedicated to promoting flowers as a vital component of self-care and emotional wellness, is excited to announce the addition of two distinguished professionals to its Advisory Board: **FJ Trzuskowski** and **Carmen Marquez**. Their expertise and leadership in the floral industry will help TFF continue to inspire individuals to embrace the power of flowers in their daily lives. "We are thrilled to welcome Carmen Lucia Marquez Hernandez and FJ Trzuskowski to the That Flower Feeling Advisory Board. Their collective expertise in marketing, sales, and industry growth will provide valuable insight to the Advisory Board and our staff as we continue expanding this national campaign—created for the industry by the industry—with one clear goal: to increase U.S. floral consumption. Carmen's extensive experience in brand building and strategic marketing, combined with FJ's sales and market development leadership, will help drive our mission forward. We look forward to their contributions as we work together to elevate the floral industry." — Vanessa Leite, Managing Director, That Flower Feeling.

#### **FJ Trzuskowski**

FJ Trzuskowski has served as the Vice President of Sales for Continental Floral Greens for the past decade. A recognized leader in the industry, he is an active member of the IFPA Floral

Council, the Society of American Florists (SAF) Board of Directors, and the Certified American Grown Council. His floral career began in the early 1990s in Holland at Zurel by, followed by key roles at Esmeralda Farms, Florimex Worldwide, and Teleflora's Stems and Bunches. He has also provided consulting services for Hallmark. FJ holds an undergraduate degree in Botany from Duke University and a master's degree in landscape architecture from North Carolina State University. His deep understanding of the global floral industry and extensive experience in sales and marketing make him an invaluable asset to TFF's mission.

### **Carmen Marquez**

Since 2019, Carmen Marquez has been leading marketing at Ball SB, a pioneering company in breeding innovative flower varieties inspired by wild garden blooms. Her background in the fast-paced consumer goods sector has brought fresh, strategic insights into the floral industry. At Ball SB, Carmen has played a pivotal role in bridging the gap between growers, importers, retailers, and floral designers. By showcasing new flower varieties still in the innovation pipeline, she has accelerated market introductions, helping bring vibrant, unique blooms to a wider audience. "I am deeply honored to join the Marketing Committee of That Flower Feeling," Carmen comments. "My experience with a multinational company has shown me the critical importance of campaigns that educate consumers and inspire them with a compelling 'why'—whether that's by engaging new users or driving more usage. I'm excited to bring my background in Market Development campaigns, along with expertise in implementing the right measurement tools to evaluate the effectiveness of media efforts, to help achieve the committee's objectives and elevate the flower industry." Her expertise in branding and product positioning will support TFF's mission to elevate the role of flowers in self-care and wellness.

With the addition of FJ Trzuskowski and Carmen Marquez, That Flower Feeling strengthens its commitment to promoting flowers as a powerful tool for emotional well-being. Their combined experience in marketing, sales, and industry leadership will enhance TFF's outreach and impact, ensuring that more people can experience the joy, beauty, and therapeutic benefits of flowers.

### **About That Flower Feeling**

That Flower Feeling is a nationally supported marketing campaign dedicated to highlighting the significance of flowers as a vital component of self-care and emotional wellness. Through innovative marketing strategies and collaborative partnerships, TFF inspires individuals to incorporate the joy and beauty of flowers into their daily lives.

