



FOR IMMEDIATE RELEASE

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## **That Flower Feeling Hosts Webinar: “Marketing Flowers for Self-Care: The Importance of Evolving the Floral Industry”**

*Fallbrook, California – October 9<sup>th</sup>, 2024* – That Flower Feeling (TFF) is pleased to announce an upcoming webinar titled “Marketing Flowers for Self-Care: The Importance of Evolving the Floral Industry,” scheduled for Thursday, November 14, 2024, at 12 PM EST. This informative session will explore how the floral industry can adapt to the rising trend of self-care and emotional well-being through the use of flowers.

### **Event Details:**

**- Webinar: Marketing Flowers for Self-Care: The Importance of Evolving the Floral Industry**

**- Date: Thursday, November 14, 2024**

**- Time: 12 PM EST**

**- Registration Link: <https://thatflowerfeeling.kindful.com/e/selfcareflowers>**

Moderated by Chris Drummond, Chairman of the TFF Advisory Board and owner of Penny's by Plaza Florist, the webinar will feature a distinguished panel of industry leaders, including:

- Kristin Gilliland, President of Gardens America
- Lenny Walker, VP of Sales and Operations at Kennicott Bros. Company
- Jackie Levine, Vice President of Central Square Florist
- Debora Steier, TFF Unit Sales Task Force member and retired Director of Floral for Albertsons

**Key topics will include:**

- **The growing trend of self-care and emotional well-being through flowers**
- **Strategies for positioning flowers as an essential part of modern consumer lifestyles**
- **Insights from industry leaders on remaining competitive in an evolving market**

This webinar is a must-attend event for florists, wholesalers, and industry stakeholders looking to adapt and thrive in the dynamic floral landscape.

**About That Flower Feeling**

That Flower Feeling is a movement dedicated to enhancing self-care through the beauty of flowers. Through innovative marketing and strategic partnerships, TFF connects the floral industry with modern consumer trends, fostering emotional well-being and promoting a love for flowers in everyday life.

**Panelists' Backgrounds:**

- Kristin Gilliland: A third-generation owner of Gardens America, Kristin has spent nearly three decades in the family business, holding various roles from Office Manager to President. She is committed to upholding the family legacy while ensuring the company's success through her dedicated team.
- Debora Coleman: Currently serving as Vice President of Floral at Albertsons, Debora has held numerous key positions in the floral industry. Her significant contributions include creating training resources and enabling online sales. She is passionate about mentoring future leaders in the industry.

- Jackie Levine: As the Vice President of Central Square Florist, Jackie represents the fourth generation of her family's legacy in the floral business. Her lifelong passion for flowers drives her commitment to providing exceptional service in her community.

- Lenny Walker: With over 40 years in the floral industry, Lenny is currently the VP of Sales and Operations at Kennicott Bros. Company. He is dedicated to connecting customers with quality floral products while fostering a collaborative team culture.

For additional information, please contact Vanessa Leite or Madison Greene at the emails provided above.

See you there!

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