



Koehler & Dramm
wholesale florist

Roses for
SOLDIERS

GIVING BACK TO THOSE WHO HAVE
GIVEN EVERYTHING FOR US.

In proud partnership with



WHAT IS ROSES FOR SOLDIERS?

Roses for Soldiers is a program developed by Koehler & Dramm Wholesale Florist in partnership with Operation Homefront to give back to the members of our military and their families who have been affected by financial hardship associated with their service. (Read more about Operation Homefront on the next page.)

Thousands of men and women in the armed forces fight for our freedom every day. Many are wounded in battle and many give the ultimate sacrifice for our country. Oftentimes, there are financial hardships associated with the recovery and reacclimation of our veterans when they return home. Operation Homefront is dedicated to providing financial assistance to our soldiers to help alleviate this stress. We have partnered with Operation Homefront to donate a portion of our rose sales during the month of July to aid in this cause.

Koehler & Dramm will donate 2¢ for every rose sold in July to Operation Homefront & military families.

Each time you, the retail florist, buys roses from Koehler & Dramm, you are helping give back to the amazing men and women of our military! We are offering special buys on roses and rose products in all departments - Fresh Cut, Plants, Supplies, Bouquets, and Arrangements - all month long to maximize the opportunities for fundraising. The more roses we sell, the more we are able to give. All donated funds will be used to help military families who reside right in Koehler & Dramm's 5-state service area: Minnesota, Wisconsin, Iowa, and the Dakotas!

We would also like to encourage you to get involved in your community as well! Whether you choose to donate to Operation Homefront, a different military charity, or a military family in need right in your own community, please take this opportunity to support our veterans. They need us! Keep reading for suggestions on things you can do right in your own shop.

HOW CAN YOU HELP?

INVOLVEMENT

Join us and commit to giving a portion of your July rose sales to the troops! Whether you choose to give to Operation Homefront, another military charity organization, or a military family right in your own community, generating support for our veterans takes all of us working together to affect positive change.

Get your customers involved! Offer special buys on roses, limited edition "Roses for Soldiers" bouquets and arrangements, set up a sidewalk booth to catch passers-by on nice days, work with your local VFW, ROTC, or American Legion and sell roses through them as well, get involved in your local 4th of July celebrations and events, run ads in your community newspaper to get the word out, hang posters in your shop, encourage your staff to talk about Roses for Soldiers with walk-in customers, advertise it on your website and social media accounts, get creative and host your own special event, etc. The more involvement we can bolster from the community, the more we can give back to the soldiers and families in our area who have sacrificed so much for us!

In an average month, Koehler & Dramm sells over 200,000 stems of roses, which adds up to a total donation of more than \$4,000! If our retail customers (you!) pledged to donate 2¢ per stem with us, we could make an incredible difference in the lives of our service members. Great things can happen when we join together to support a cause!

RESOURCES

In order to help you promote Roses for Soldiers in your business, we've developed a number of resources for you to utilize.

- Posters (8.5x11" or 11x17" sizes available!)
- Facebook cover & profile photos
- Instagram-formatted photos
- Point-of-Sale takeaways
- Operation Homefront stickers

You may use any of these on your website, social media networks, in your shop, or in any other manner to advertise Roses for Soldiers. We will provide these at your request, or you can visit our website at koehlerdramm.com/roses-for-soldiers to download and print them!

If you prefer, you may also create your own custom marketing materials to help promote Roses for Soldiers. (This is recommended if you plan to contribute to an organization other than Operation Homefront, as the materials we provide will be branded with the OH logo.)

Questions?

Please contact your sales representative at 612-331-4141 or 877-KOEHLER, or you may reach out to organizers Jessica Leopold at 612-362-3151 or Emily Gorg at 612-362-3110.

ABOUT OPERATION HOMEFRONT

A national nonprofit, Operation Homefront leads more than 2,500 volunteers with nationwide presence who provide emergency and other financial assistance to the families of service members and wounded warriors. Operation Homefront has provided assistance to thousands of military families since its inception in 2002. Recognized for superior performance by leading independent charity watchdog groups, nationally, 92 percent of Operation Homefront's expenditures go directly to programs that provide support to our military families.

VISION:

Through generous, widespread public support and a collaborative team of exceptional staff and volunteers, we aspire to become the provider of choice for emergency financial and other assistance to the families of our service members and wounded warriors. Where there is a need we do not provide, we will partner with others for the benefit of our military families.

VALUES:

• **Honor Patriotism and Service to Country:** We believe those who wear our country's uniform do so with a sense of duty, knowing they support the causes of freedom. We serve by serving them and their families.

• **Do What's Right:** We are committed to the highest standards of ethical conduct in all that we do. We believe that honesty and integrity engender trust, which is the cornerstone of providing our services. We are careful stewards of the resources provided by our donors. We strive to be good citizens and we take responsibility for our actions.

• **Respect Others:** We recognize that our success as an enterprise depends on the talent, skills and expertise of our people and our ability to function as a tightly integrated team. We appreciate our diversity and believe that respect - for our colleagues, clients, partners, and all those with whom we interact - is an essential element of all positive and productive relationships.

• **Perform With Excellence:** We understand the importance of our mission and the trust our clients and donors place in us. With this in mind, we strive to excel in every aspect of our activities and approach every challenge with a determination to succeed.

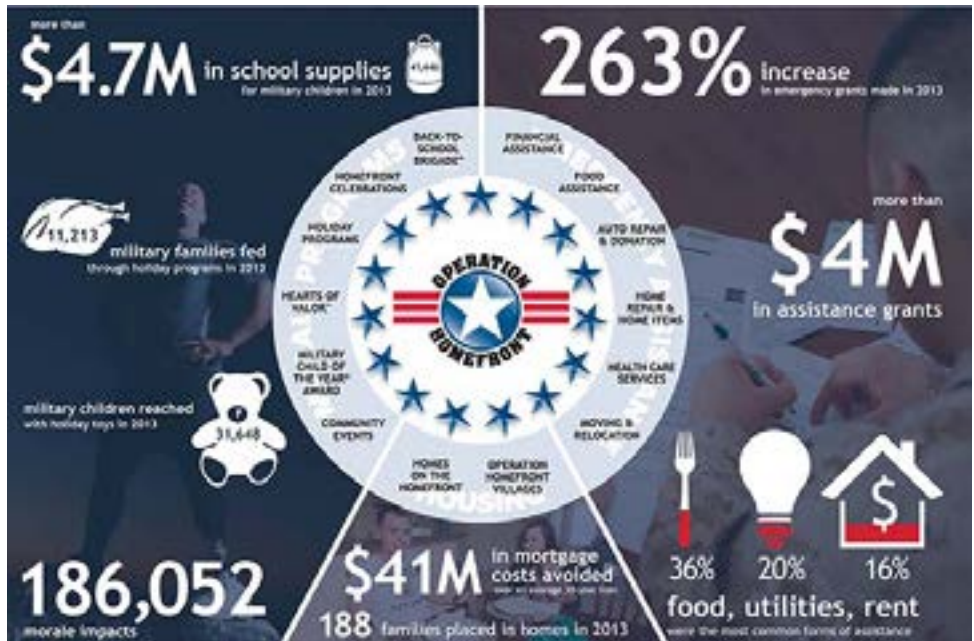
KEY SERVICES:

Operation Homefront provides direct services to alleviate a military family's or individual's actual/complete emergency financial burden, as well as counseling and/or recovery support. Emergency financial assistance is in the form of checks paid directly to mortgage lenders, auto mechanics, contractors, hospitals, doctors, dentists and other providers. Other emergency funding assistance, which an applicant receives within 24 to 72 hours, includes the following:

- Financial assistance
- Emergency food
- Emergency home repairs
- Critical baby items: formula, food and diapers
- Home and appliance repair
- Furniture and household items
- Local moving assistance
- Community events
- Wounded Warrior Transitional Family Housing

The target population is American military personnel and/or their families who have unmet needs due to financial hardship, death, injury, or physical or mental detriment as a result of service since 9/11. These may include active duty, Reserve, National Guard and veteran service members. They are a diverse ethnic group (64 percent are minorities): approximately 20 percent are African-American; 5 percent Asian-American; 34 percent Hispanic/Latino; 5 percent Native American; and 36 percent Caucasian. Roughly 75 percent live at an income level 80 percent below the median income for the communities in which they reside.

Please visit operationhomefront.net for more information, to donate directly, or to see what specific needs currently need to be met.



SPECIAL FRESH CUT ROSE OFFERINGS

Akito	Crème De La Crème	Hot Lady	Red Paris
Alba	Cumbia	Hot Princess	Roseberry
Amelia	Dark Engagement	Hummer	Rosita Vendela
Amnesia	Dark Milva	Iguana	Royal Majesty
Amsterdam	Déjà vu	Imagination	Sahara
Anastasia	Duet	Impulse	Santana
Assorted, 50cm	Engagement	Karibu	Secret Garden
Assorted, 60cm	Eskimo	Katherina	Senorita
Aubade	Esperance	Kerio	Skyline
Avalanche	Exotica	Konfetti	Snowy Jewel
Azafran	Faith	Latina	Sonrisa
Ballet	First Lady	Leonidas	Soulmate
Bikini	Florida	Limbo	Star 2000
Black Magic	Free Spirit	Malena	Super Green
Blizzard	Freedom 50 cm	Malibu	Sweet Akito
Boheme	Freedom 60 cm	Mohana	Sweet Unique
Bridal Akito	Gelosia	Moody Blues	Sweetberry
Cabaret	Girlfriend	Mount Everest	Sweetness
Carousel	Goldstrike Roses	Night Fever	Takani
Cezanne	Green Beauty	Ocean Song	Tara
Charming Unique	Green Tea	Opus	Tibet
Cherry Brandy	Gypsy Curiosa	Orange France	Tinto
Cherry Love	Hearts	Orange Unique	Titanic
Cherry-O	High and Devine	Panama	Tabasco
Chilis	High and Magic	Polar Star	Topaz
Circus	High and Mora	Prime Time	Vendela
Classic Cezanne	High and Orange Magic	Proud	Versilia
Coffee Break	High and Sunshine	Purple Haze	Voodoo
Cool Water	High and Yellow	Queen Mary	White Chocolate
Cosmo	High and Yellow Magic	Quicksand	Wild Spirit
Cotton Candy	High Blooming	Ravel	Yellow Storm

Additional varieties are available in mixed boxes.
Please contact your sales representative for
details and pricing information.

612.331.4141 // 877-KOEHLER

Valid July 1-31, 2016
While Supplies Last

BOUQUET & ARRANGEMENT SPECIALS



RED ROSE BOUQUET

12 stems with filler & greens
in a special edition camo sleeve
x10 BROBO12R

COLOR ROSE BOUQUET

12 stems with filler & greens
in a special edition camo sleeve
x10 BROBO12C

LOLLIPOP ROSE BOUQUET

12 stems with filler & greens
in a special edition camo sleeve
x10 BROBO12C

50/50 RED/COLOR MIX • x10 • BROBO12



ROSE ARRANGEMENTS

One dozen premium roses with gypsophila and salal.
x4 AR12
Packed 2 Red and 2 Color per case

Valid July 1-31, 2016
While Supplies Last

4" miniature **PORCH AND PATIO ROSES**



Regular Price:

**SPECIAL PRICE:
FOR JULY ONLY!**

**LIMITED AVAILABILITY.
ORDER EARLY!**

Call to order: 612-331-4141 // 877-KOEHLER • ext. 136 Claudia or ext. 146 Kiesa
(Color is grower's choice.)

FLORAL CARE

Valid July 1-31, 2016
While Supplies Last

A. Floralife Quick Dip Gallon
H3783

B. Floralife Finishing Touch Gal
H3720

C. Floralife DCD Gallon Each
H3310

D. Floralife Crystal Clear Gallon
H3170

E. Floralife Crystal Clear 5 Gallon Lq
H3288

F. Floralife Crystal Clear 30lb Pl
H3050

G. Floralife Crystal Clr Pct x250
H25060

H. Oasis Foam Advantage Plus x48
H0180

I. Oasis Foam Instant 48/case
H0060

J. Oasis Foam Standard 48/case
H0020



Call to order: 612-331-4141 // 877-KOEHLER and speak with your sales representative.

HARD GOODS SPECIALS

Valid July 1-31, 2016
While Supplies Last

A. Vase Rose 8" Cobalt 6/case
HCOB999

B. Trio Bouquet Vase 9" Cobalt
H42271260

C. Rose Vase 8" Ruby 12/case
H49991213

D. Rose Vase 8.5" Ruby Assorted
H40721213

E. Rose Vase 8.5" White
H40721222

F. Trio Bouquet Vase 9" White
H42271222

G. Multi Stem Vase 9" 24/case
HC220

H. Midi Vase 9" Octavia 24/case
HC225

I. Budvase 9" Clear Glass 48/case
HC900

J. Rose Vase 9.75" 12/case
H40941209

K. Rose Vase 8.5" Assort 12/case
H40931209

L. Gathering Vase 8" Clear 12/case
H49401209

M. Gathering Vase 9.75" Clear 6/case
HC941

N. Glass 9" Trumpet Vase Clear
H40231209

O. Urn 10" Clear
HC419

P. Tropical Vase 8.75" Clear Glass
H40461209

Q. Rose Bowl 6" Clear 12/case 2bx
HC967

R. Ivy Bowl Fluted 4.75" 36/case
HC922

S. Grecian Urn 10" Clear 12/case
H54651209

T. Riviera Vase 12" 4/case
HC929

U. Jardiniere 4.5" Black Cherry
H3124475

V. Jardinere 6.5" Black Cherry
H3412475

W. Pedestal Compote 4.75" Black Cherry
H8618475

X. Designer Urn 7.75" Black Cherry
H8012475



THANK YOU TO OUR PARTNERS

The following companies have partnered with us in supporting the Roses for Soldiers program. We greatly appreciate their generosity!



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2407 East Hennepin Avenue
Minneapolis, MN 55413

612-331-4141 // 877-KOEHLER
Online at koehlerdramm.com