



April 2000

Volume 1, Issue 1

Eastern Region  
Metro Market



# Rose Day 2000



We are proud to announce that our top selling Rose Day Captains this week are:

## New York City

Dr. Edmund Giegerich of Long Island College Hospital in Brooklyn, who has sold 70 dozen and Josephine Rivera of the Bronx General Post Office who has already sold 50 dozen.

## Long Island

Vee Saur of Cablevision sold a whopping **230 dozen roses**, and is still counting, as well as Jean Pennino of the Suffolk County Department of Labor who sold 65 dozen roses!

## New Jersey

Nicole Hosier, who has sold 44 dozen roses so far!

## Connecticut

Mike DiGrazia of Merrill Lynch, who has been instrumental to this year's sales. He has added four additional buildings in his complex, and promises to beat his sales goal from last year!

## Special Note:

All Orders Must be in by April 28th!

## *Take Care of All Your Mother's Day Shopping Needs!*

The American Diabetes Association's fifth annual Rose Day is off to an exciting start! So far this year, **we have 60 Rose Day Captains** throughout the city. We are well on our way to an all time record breaking, impressive Rose Day, but we need your help! In order to break all records we must sell over **3,850 dozen roses in NYC alone!** Our captains come from banks, department stores, hospitals and health care facilities, insurance companies, financial institutions, churches, and sororities. Kudos to all you Rose Day Captains out there!! Keep selling those roses.

### Send Us Your Total Sales !

Once a week until May 5th, we will need you to tell us how many roses you have sold to date. This information is extremely helpful to us, and lets us know how things are going with sales and enables us to do projections for orders. **Please call your total number of orders to your local Rose Day coordinator.** We know that you are all very busy, and we appreciate your keeping us updated.

## *Questions?*

### **Contact your Local Coordinator**

Amy Faith Lionheart	NYC	(212) 725-4925 x3407 Fx: (212) 725-8916
Jessica Capo/ Diane Creed	LHV/CT	(914) 631-6048 Fx: (914) 631-6048
Linda Napolitano	LI	(631) 348-0422 Fx: (631) 348-0474
Carolyn Rockenfield	NNJ	(732) 469-7979 x12 Fx: (732) 469-3906

## *Recruit Three Friends to Sell Roses and Win a Special Prize!*

For signing up three or more Rose Day Captains who agree to sell 25 dozen in NYC or 15 dozen roses on LI, you will receive recognition in our Rose Day 2000 newsletter, and be honored for your gracious support of Rose Day at the American Diabetes Association's annual volunteer recognition ceremony!



*Everyone benefits from a beautiful bunch of roses!*

Whether you are buying a gift for your mother, a friend, or a lover, you will love these

### **\*\*\*Notice\*\*\***

*At time of publication, not all numbers were available. If you would like to see your company name included in this newsletter, you must call fax, or e-mail your number of sales to your local Rose Day staff coordinator!*

## **Fun Facts About Roses**

- ♥ The first fossil records of roses are 3.5 billion years old.
- ♥ Sappho called the rose "the queen of flowers" in her poetry in 600 B.C.
- ♥ Modern hybrids date back to 1867.
- ♥ The Peace Rose was smuggled from occupied France to the U.S. in 1945.
- ♥ The rose is America's national flower.

# Rose Day 2000 Participating Companies

## New York City

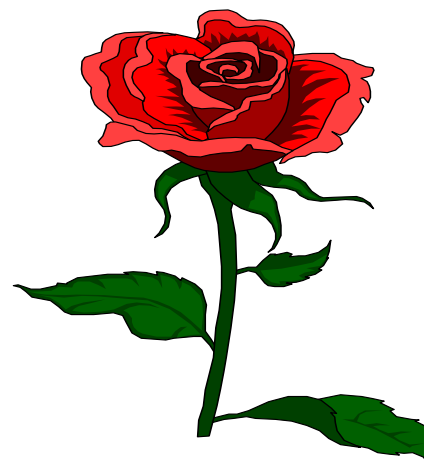
Empire Blue Cross Blue Shield, NYC  
 Solomon Smith Barney, NYC  
 The Schubert Organization, NYC  
 Dormitory Authority of the State of New York, NYC  
 Weil Gotshal & Mann LLP, NYC  
 Department of Health School Health Program, NYC  
 General Wholesale Electrical, Bronx  
 East NY Diagnostic & Treatment, Brooklyn  
 Family Physicians Health Center, Brooklyn  
 Plaza Business Institute, Jackson Heights  
 Long Island College Hospital, Brooklyn  
 Mount Moriah AME Church, Cambria Heights  
 Interfaith Medical Center, Brooklyn  
 Airductors, Inc. Staten Island  
 Staten Island University Hospital, Staten Island  
 Urban Health Plan, Bronx  
 Jamaica Hospital, Jamaica  
 Hub Surgical, Bronx  
 Prince of Peace Lutheran Church, Cambria Heights  
 The Bronx Health Plan, Bronx  
 PS 5, Board of Education, NYC  
 St. Luke's Roosevelt Home Care, NYC  
 US Postal Service, Bronx  
 Tishman Speyer Properties, NYC  
 Prudential Securities, NYC  
 La Providencia FHC, Brooklyn  
 Brown & Wood, LLP, NYC  
 Montefiore Medical, Bronx  
 Booz Allen & Hamilton, NYC  
 Harris Interactive, NYC  
 The Jewish Guild for the Blind, NYC  
 United Nations Medical Service, NYC  
 Oasis of Love Family Worship Church, NYC  
 Saint Barnabas/Bruckner FHP, Bronx  
 Kinko's Inc., NYC  
 Queens Hospital Center, Jamaica  
 Amfar, NYC  
 Colgate/Palmolive, NYC  
 Harlem Congregations for Community Improvement  
 Beth Israel Medical Center, NYC  
 Washington Center for Inspiration & Transformation, Laurelton  
 CES 64 Annex, Bronx  
 Alan AME School, Jamaica  
 Bell Atlantic, NYC  
 Psi Omega Sigma, Fresh Meadows  
 Kept Women's Ministries, NYC  
 City National Mtge. Banking Corp., Floral Park  
 Hillcrest Radiology Associates, Jamaica  
 Lutheran Medical Center, Brooklyn  
 Sunset Park FHC, Brooklyn  
 Wykoff Heights Medical Center, Brooklyn  
 Gamma Upsilon Sorority, Inc., Brooklyn

## New Jersey

Rahway Hospital, Rahway  
 Center for Health Care Strategies, Inc., Princeton  
 Marsh USA, Morristown  
 Bristol-Myers Squibb, Plainsboro  
 Cablevision, Newark  
 Branchburg Township Police Dept., Somerville  
 Medical Center at Princeton, Princeton  
 Reckitt Benckiser, Inc., Wayne  
 Home Care America, Madison  
 Colgate Palmolive, Piscataway  
 B&L Painting Co., Union  
 Metropolitan Baptist Church, Newark  
 Randolph Township Police Department, Randolph  
 Anderson Consulting, Florham Park  
 Connelly, Switas & Co., Holmdel  
 Somerville Police Dept., Somerville  
 46 Fitness & Racquetball, Fairfield  
 Paine Webber, Paramus  
 WW-P Community Middle School, Plainsboro  
 Sony Electronics, Monroe Twp  
 Novo Nordisk Pharmaceuticals, Inc., Princeton  
 DCAT, East Windsor  
 Buchanan Ingersoll Rand, Princeton  
 New Jersey Blood Services, New Brunswick  
 Diabetes & Endocrinology Association, Hamilton  
 Pomerantz Staffing Services, Watchung

## Connecticut

Bantle & Walker Inc., Darien  
 Merrill Lynch, Stamford  
 Equity Management, Stamford  
 Perdue Pharma, Norwalk



# Long Island

American Data Services Inc, Hauppauge  
 Avnet-ISD, Hauppauge  
 Bell Atlantic, Patchogue & Wantagh  
 Cablevision, Woodbury & Bethpage  
 Calvary AME Church, Glen Cove  
 Candle Business Systems, Bohemia  
 CGU Insurance, Melville  
 City of Long Beach, Long Beach  
 Clubhouse of Suffolk, Ronkonkoma  
 Cullen & Dykman, Garden City  
 Curative Health Services, Hauppauge  
 Del Laboratories Inc, Farmingdale  
 Dover Technical School, Ronkonkoma  
 Dr. Kim Berlin, Baldwin  
*Empire Blue Cross/Blue Shield*,  
 of Melville, Bohemia, & Babylon  
 Expo Design Center, Westbury  
 Fairfield Properties, Commack  
 Four Season Solar Product, Holbrook  
 Hauppauge Computer, Hauppauge  
 King Kullen, Westbury  
 Levittown Schools,  
 LI Blood Services, Melville  
 Mason Ind Inc. , Hauppauge  
 NYS Div of Parole, Hauppauge  
 Penn-Plax Inc, Garden City  
 Statlander's, Ronkonkoma  
 Suburban NY Regional Council of Carpenters, Hauppauge  
 Queens LI Medical Group, Hicksville  
 Sarlo's Landscaping Inc, West Babylon  
*Spotless Enterprises Inc.*,  
 of Hauppauge, Deer Park, & Asheville, NC.  
 St Charles Hospital, Port Jefferson  
 Suffolk County Dept of Labor, Hauppauge  
 Twin Lab, Hauppauge, Bohemia, & Ronkonkoma  
 Underwriters Laboratories, Melville  
 Universal Photonics, Hicksville  
 Boundless Technologies, Hauppauge

**Win A Free  
Travel Mug!!!**

How can I win a travel mug? Well, it's simple, really! If you are one of the first five people to recruit a Rose Day captain from one of these companies, you win... And that's all there is to it!

American Express	Avis Rent-A-Car	Bayer Aspirin
Burger King	Champion, Int.	Chase Manhattan Bank
Clairol, Inc.	Con Edison	Duracell
Goya Foods	Estee Lauder	Exxon Mobil
Fuji Photo Film, USA	WABC	Xerox
IBM	Toys R Us	Met Life
Fleet Bank	Lucent Technologies	PSEG