

“High & Icon”

Flower Naming Ceremony at the International Floriculture Expo

Read by Michael Schrader for Bobbi Ecker

June 24, 2010



Living life to the fullest has always been the philosophy of this special individual. If you have been fortunate, she has touched your life in such a way that it helps you realize what life is all about, and basically, what really is important. She has such an aura that you are attracted to her—not really knowing why. Without realizing it, you have grown in such a way that you can never go back to how it was. And all of this is done with a smile, stimulating story, or just good old caring for other human beings. She is remarkable in her energy, her passion for the floral industry, and commitment to make a difference.

No other industry has had a better ambassador for their product. She eats, sleeps, and drinks flowers. She admits to having been around the block a few times but I must say they have been quality laps. You might have caught a glimpse of her jetting off to Nova Scotia, riding the bus to Cleveland, or hitchhiking her way out of Chicago on I-55 South. There is no stopping her when there are flowers to promote. Her life has been a wild and crazy journey that all of us should envy. She is a true “Icon” for the floral industry.

If roses could grow as tall as her heart, they would reach for the heavens. It is only fitting that the industry names a new variety of rose in her honor. Not any random variety; but one that reflects her image, spirit, and impact on the industry.

So, what does this new rose stand for? The bloom reflects rich tones of pink and salmon to match her rosy cheeks. The variant petal shading mimics her curious nature and ability to grow and change. It is fragrant to remind us of the scented blossom that always adorns her attire. Grafting it on “wild” root stock does not overlook her ability to have a good time. Obviously, it must have long vase life to represent her many years of service. And it’s a big one folks to match that outgoing flamboyant personality.

My challenge to everyone here is: who will carry the torch? As this rose is named in her honor, let’s take a moment to reflect on who she is and who we are as individuals within our industry. The best gift to receive is that of being mentored. How blessed we have been for the years that she has shared her expertise and mentored us as floral industry professionals. For that we honor, thank you, and extend heartfelt wishes beyond simple words of expression with the “Icon” rose.

