They’re so knowledgeable and can tell me about each variety of flower—where they come from, when they were harvested, how long they’re going to last—they are really my partners in this business and it’s the place where I get inspiration.”

Rosenberg also seeks out a vision when meeting with her clients. “It’s all about finding out what their goal is for the occasion—what are their colors, what type of containers or accents do they like, and what style are they going for,” she explains. And she enjoys educating clients—whether it’s taking them on a tour of the flower mart or teaching a workshop on how to build perfect arrangements. “Years ago, you could only buy flowers from a florist. Now, anyone can go to Trader Joe’s or Draeger’s and find an extensive collection,” she says. “I think it is so wonderful that flowers are now so accessible. I believe that flowers add beauty to everyone’s world and nature should be brought indoors, and lovingly arranged on every person’s counter, windowsills, and/or table.” For more information, to schedule a tour, or take a workshop, visit www.mindyrosenberg.com. –EMILY HEITMANN

Mindy’s Words to Arrange By

- Get to know the people who sell the flowers. They can tell you which flowers are the freshest ones possible.
- Flowers are often cut and shipped without water. So you immediately want to give the flowers a new fresh cut on a 45 angle and put the flowers into warm water.
- Remove any leaves that could be underwater, because they can break down and cause bacteria. And don’t forget to add those packets of flower food!
- To make an arrangement, start with two or three types of foliage. That can help make the arrangement’s shape. Next, pick three colors and types of flowers—for example, a pink, red, and burgundy or a purple, orange, and green. I make one of the flowers my show stopper and the other two my supporting characters. Then, add ‘floral jewelry’ like a berry or a touch of orchid.

AVENIDAS 2.0
Honoring the past and celebrating the future.

Palo Alto’s jewel of a community center, focused on engaging older adults to be as active and healthy as possible, will open the doors to its spectacular newly renovated and expanded Birge-Clark building and state-of-the-art wellness center on February 23 during a private reception. Former Avenidas CEO Lisa Hendrickson will discuss Avenidas and the building’s history and impetus for the remodel, while current CEO Amy Andonian will discuss all the exciting future plans that Avenidas has to serve more seniors more innovatively in the new space.

The featured speaker of the evening will be author, TED2017 Main Stage speaker, and blogger Ashton Applewhite. In 2016, Applewhite was recognized by PBS site Next Avenue’s annual list of 50 Influencers in Aging as their Influencer of the Year. She has written for Harper’s, Playboy, and The New York Times. And she speaks widely, at venues that have ranged from universities and community centers to the Library of Congress and the United Nations. At the Avenidas event, Applewhite will discuss “Longevity and Aging in the 21st Century.” For more information on Avenidas, visit www.avenidas.org.