

# Area florist wins Future 50 award

McFarland Florist & Garden Shops of Farmington Hills has been named one of the Greater Detroit Future 50 Companies, for the third consecutive year.

The award, presented by BDO Seidman, the Greater Detroit Chamber of Commerce and WWJ Newsradio 950, recognizes the area's fast-growing entrepreneurial companies for their outstanding contribution to metropolitan Detroit through growth in employment and sales. Winners were selected from more than 20,000 eligible companies throughout southeastern Michigan. McFarland is one of only nine companies to win the award for three consecutive years.

"I am so proud of this company and our people," said Mary Lore, McFarland owner and CEO since 1992. "We set ambitious goals and everyone works terribly hard to accomplish them. This award is a wonderful acknowledgement of their efforts."

"The tremendous growth we've real-

**Figley**  
from page G12

Ficus *elastica* has now grown to a height of about 18 inches with several "trunks" - I guess I can call them that since it is considered a tree. It is watered when the soil feels dry to the touch and fertilized several times a year with a weak solution of Jobe's plant food. Any house plant fertilizer would work. It wouldn't care. My research tells me that these plants need to be fertilized every other week all year, with a heavier concentration in the summer, so I will follow that advice.

I have especially enjoyed *F. elastica* when new leaves emerge, first resembling a little red candle, then as they unfurl exposing the dark green shade of the full leaf. It has been a carefree plant and I expect to enjoy it for a long time.

## Species

I don't know what cultivar of *F. elastica* I have, as the tag didn't give that information, but there are several that you might want to check out before making a decision. My species is tolerant of cool temperatures, but newer cultivars can adapt well to warmer and different environments. They all are quite alike in appearance. Look for "Decora" with longer and wider leaves; "Honduras" with white midvein streaks in the leaf pattern; or "Rubra" with long red or pink leaves. There are several others.

The family of Ficus (Fig) is very large, with more than 800 tropical trees, shrubs and vines, with *Ficus benjamina* being

ized is an example of what small businesses can do even though they are faced with dramatically changing times. Since 1992, we've grown from a typical small business to an organization focused on targeting the needs of our customers, backed by superior customer service."

This is the third major award McFarland has won this year. Earlier, McFarland vice president Jerome Raska took first place in the Michigan Floral Association's prestigious Academy Division design competition. In March, Lore was honored by the National Association of Women Business Owners as one of Michigan's Top 25 Women Business Owners of Distinction. McFarland was named the 1994 Floral Marketer of the Year by the Society of American Florists and Floral Management Magazine.

McFarland Florist and Garden Shops, a florist and specialty garden center, also operates McFarland's Florist at Parklane in the Parklane Towers of Dearborn.

one of the most readily recognizable and the most popular. It is also called Weeping Fig and is from the Western Pacific area. Mistletoe fig, *F. deltoidea*, bears inedible fruit that turns red in bright sun; Traingleleaf fig, *F. triangularis*, also produces inedible figs and has leaves in that shape; *F. maclellandii* "Alii" has narrow, bamboo-like leaves. The list goes on and on.

If you grow a Ficus plant and wish to propagate it, stem cuttings can be taken before they have hardened or matured, or propagate by air-layering or leaf-bud cuttings. As the plant matures, it can be pruned to the form you wish and if it gets too leggy, cut the stem back to the base of the plant and it will regenerate. The lower leaves will drop occasionally, which is common in this plant. The leaves need to breathe so will need cleaning periodically, but don't use a leaf polish. A big bonus: Figs are resistant to disease and pests.

## Travel plans

Join me May 14-24, 1997, in England. Call Chuck Randolph Travel at (810) 645-5050 for a brochure!

Marty Figley is an advanced master gardener based in Birmingham. You can leave her a message by dialing (313) 953-2047 on a touch-tone phone, then her mailbox number, 1859. Her fax number is (810) 644-1314.

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