



Best Practices for Retail Florists

Award winning florists share their best practices in the Retail Florist of the Year Contest sponsored by the Wholesale Florist & Florist Supplier Association (WF&FSA) and *Florists' Review* Magazine.

2007 Retail Florist of the Year

Precious Memories Florist and Gift of Temple, TX



Pictured from left to right are Francis Dudley, President, and Talmage McLaurin, Publisher of *Florists' Review*; Seleese Thompson, Precious Memories Florist & Gift, Temple, TX and on the far right, Billy Hardin, WF&FSA Past President and owner of Hardin's Wholesale Florist, Inc., Liberty, NC.

The following articles from *Florists' Review* magazine feature the winners and finalists from the 2007, 2006, 2005, 2004 and 2003 Retail Florist of the Year contests. Each article contains **best practices** that florists can use to increase business opportunities and improve profitability.

- **2007 Retail Florist of the Year**
Precious Memories Florist and Gift, Temple, TX

- **2006 Retail Florist of the Year**
Kremp Florist, Willow Grove, PA
- **2005 Retail Florist of the Year**
Palmer Flowers & Decorating Company, Fort Collins, CO
- **The Heart of the Matter**
Grassi's Flowers & Gifts, Tacoma, WA
- **Solid Ground**
Nanz & Draft Florists, Louisville, KY
- **2004 Retail Florist of the Year**
Swenson & Silacci Flowers, Salinas CA
- **Increasing Demand**
Beneva Flowers & Gifts, Inc., Sarasota, FL
- **Risky Business**
Bouquets, Denver and Beaver Creek, CO
- **Affirmative Answers**
Grassi's Flowers & Gifts, Tacoma, WA
- **2003 Retail Florist of the Year**
Lafayette Florist, Lafayette, CO
- **Double Play**
Beneva Flowers & Gifts, Inc., Sarasota, FL
- **Making Magic in the Mile-High City**
Bouquets, Denver, CO
- **Tinkering With Success**
Swenson & Silacci Flowers, Salinas, CA



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