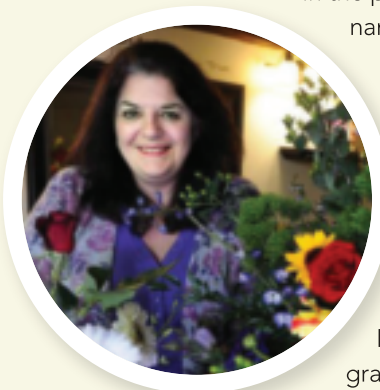


OCTOBER \*

## Reaching Out, Building Business

ALICE ARCURI IS TAKING HER MARKETING ACUMEN TO GROW.

**A**lice Arcuri of Booth House of Flowers in Stratford, Conn., is one of our innovators and while she has only been in business for six months and has had the daunting task of regaining the confidence of her customer base. She had bought an existing shop that in the past had enjoyed superior name recognition within the community, but had suffered because of a change of ownership a few years ago.



"I initiated a number of marketing efforts to get our name out there once again, which included a Booth House of Flowers Business of the Week program," says Alice. "Each week I select a small business in my town and present them with a framed certificate naming them the business off the week along with an arrangement tied specifically to them," she adds. She also gives them

customized coupons just for their customers with a tracking code so she can track her results. She also uses her ad space in her local newspaper to publicly acknowledge the businesses who have earned the Business of the Week title. "It's free advertising for the business so they really appreciate it."

Another affiliation she has is with one of the largest sports center establishments in the state that attracts over a million people a year. "Each week we create an innovative and contemporary piece usually between six and eight feet, which goes on round table at the entrance of the facility," explains Alice. In exchange the sports center sends out coupons from her shop. As a result she has booked several corporate events and other parties from this exposure. She's is heavily involved in her community. "I am on the board of the Stratford Chamber of Commerce and the Stratford, Stratford YMCA and the Stratford Visiting Nurses Association." And this old-fashioned approach is working for her.




NOVEMBER \*

## Charity and Community Involvement

MARIANNE AND SHARON LAPIER HAVE AN INTERESTING TWIST ON HOW THEY HELP THEIR LOCAL COMMUNITY

**L**aPier's Flowers & Gifts in Sarnia, Ontario has been in business for 12 years, but it was one of their first ideas that have been one of the most inventive. When the mother/daughter team of Marianne and Sharon LaPier first opened their doors they were conscientious to set themselves apart as a community minded florist and local business. Just like most florists, they were inundated with requests from local organizations, clubs and charities asking their support through fundraisers and donations. "Since we were a new, up and coming business, we were not able to say yes to everyone, but we really wanted to be able to support our community so we came up with an opportunity that would help everyone," says daughter Marianne.

They wrote a letter that could be provided to all the supporters of each organization stating that instead of providing a door prize or gift card we would do an on-

going fundraiser to help support their cause throughout the year. "All they had to do was mention the organization by name when they made a purchase and we would donate a portion of each sale back to the group." Twice a year they would send a check to each of the groups that had made purchases. The ones that really support and promote do very well and we create new business and build our clientele. They are involved with 42 groups, which means the LaPier name is out there building their brand and supporting the community. 



>>> Marianne LaPier

With just one month to go make sure you get your innovative ideas into floriology ASAP! By being selected you will receive a \$250 check, a designers kit and recognition plaque. You will also be eligible for the Innovator of the year and could win a Luxury Included@ vacation for two to a Sandals Resort! Submit your ideas to [innovator@bloomnet.net](mailto:innovator@bloomnet.net).