

Bo-Ty Florist Inc. was started in 1955 by Anna Dawson. Bo-Ty is a floral shop, gift shop, and greenhouse. It is known for its unique style and exceptional quality. Bo-Ty is a private corporation which is currently ran by three owners. The employees at Bo-Ty strive to uphold the respect of the community that the company has worked so hard to achieve.

When I began working at Bo-Ty I mainly assisted the designers in any tasks they needed help with. Karl is one of the head designers at Bo-Ty. For the first few weeks I worked closely with Karl learning the daily ins and outs of the store. Karl had me organize several aspects of the shop such as the basket room, greenhouse, and rental room. I would also set up or break down floral arrangements. In down time I would sweep up the designer areas or clean storage shelves. Karl made it a personal responsibility of his to make sure I knew the principles of design. He would quiz me almost every day until I memorized them correctly. Karl guided me in making a few arrangements myself. The first daisy basket I made went in the front cooler and was the only arrangement sold out of the cooler that day! A few times I went on delivery runs. I found that I really enjoyed delivering flowers. Most people were excited and grateful to receive flowers.

Towards the middle of my time at Bo-Ty I began to work in the store front and plant room more often. Sue, the lead salesman, trained me in working the store front. Bo-Ty's store front is much larger than the average floral shop. We offer a large variety of gift, gourmet, pamper, baby, and child items. I learned the FTD Mercury computer system fairly quickly. I learned how to help customers in several areas such as, selecting flowers, plants, or gifts for others. I found that helping customers select flower arrangements was quite difficult. I still have a hard time helping customers visualize arrangements according to price ranges. It was very important for me to remember the names of all the flowers we had in stock so that I could tell

customers what their options were for that day. I would often take customers back into the cooler to help them select flowers that would look good together. I learned when certain flowers were in season and when others were not. I also learned how to guide customers in selecting sympathy pieces, which can sometimes be challenging. Sue and I would make display changes and floor changes often in order to improve sales. A major duty I had while working up front was to keep the store front clean and presentable.

After I became comfortable with working up front I began working in what we call “the plant room.” We use the plant room to arrange any plants or gift baskets that are purchased. Tim, the main greenhouse employee, trained me in working in the plant room and greenhouse. As part of the plant room duties, I had to water all the plants in the greenhouse and store front. I memorized the names of all the plants we keep in stock and in my spare time I would read about the light and care requirements. Each plant that is purchased comes with a wicker basket, moss dressing, and a bow. A very important thing that I absolutely had to learn how to do was tie a bow. At first I thought I would never get the hang of it but after much practice I was able to make a pretty decent bow. I learned how to tie a couple different types of bows and became much faster at the process.

Overall, my internship was an eye opening experience. I was given the opportunity to see what exactly it takes to run a successful floral shop. Before the internship, I was unaware of all the intense details that go into an ordinary day at a florist. I liked the fact that I learned about so many aspects of the floral business. I was continuing my education every step of the way.



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