

## **Ashlie DeArmitt – Royer’s Internship Mosmiller Internship - 2012**

My experience at Royer’s was one better than I could have hoped for. Leading up to my first day, I was quite anxious to begin and I had so many ideas in my mind as to what it would be like. I was overwhelmed with all the information for the first few days, but excited at the prospect of something new. Needless to say, my expectations were far from accurate. I learned more in the three months working at Royer’s than I could have hoped to learn in a year at another florist. Royer’s has really optimized their work in the industry, not only by having many locations throughout central Pennsylvania and Ohio, but also by having their own wholesale department. It is incredibly rare to find a florist that does not need to be in direct contact with an outside florist for supply of flowers. Being able to call and get a certain flower to be delivered the next day is almost impossible for most florists.

Royer’s is also able to have so many other things taken care of for them by their wholesale department. Dish gardens and snack baskets are all made at the wholesaler and are shipped each morning on a truck, so if a customer orders a certain one that is sold out in the store, the exact one can come the following day.



Each Royer’s store does not need to worry about going to an outside store and purchasing wire, or tape or any other floral item that is necessary; the wholesaler has all of these items and it only takes a quick call at the end of each day to tell the wholesaler the quantity of each item that is needed. Everything, including flowers, vases, and other goods come each morning on a truck, which is very convenient.

I was able to not only work in the retail florist store, but also I was able to work in the wholesale department on a day when flowers were delivered. All flowers needed to be processed, cleaned, sorted, and then pulled for delivery to each of the 17 store locations. I was able to help make some of the dish gardens and the snack baskets, work in the internet department which takes care of all internet customers and orders, and also I was able to see and work in the first Royer’s store location. Each manager and new employee goes through design training as well. This training shows the basics of how to design with fresh flowers, and educates individuals with no previous experience. I was able to attend a few of the design training classes which were well instructed and helpful. I also was able to attend manager meetings each month to see what it really takes to keep a business going strong.

By the end of my three months I had learned more than I could have imagined was possible to learn in such a short amount of time, and being able to do so at a top of the line florist was incredibly educational for me. I would recommend Royer’s to anyone looking for an internship in floral design, and also to anyone looking to purchase flowers in their area.