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DR DELPHINIUM

What a great experience I encountered this summer working at Dr Delphinium Designs and Events in Dallas, Texas. My time interning at this well-established and outstanding floral shop truly showed me the floral business is where I belong. While on my internship Dr. Delphinium was awarded the National 2012 Florist of the Year by Florist Review Magazine. Receiving such an award opened my eyes to the skills, dedication and teamwork it takes for owner and manager, Charles Ingram, to operate such an esteemed business. As my first true experience at a floral shop, the business and coworkers made me know for certain that floral design is my passion. The sheer size of this great business astonished me, with a retail store, greenhouse, design center, and they service 19 area hospital gift shops. No matter which niche of Dr. Delphinium I worked with there was always something to be learned. On weekends and special events I worked with the events design team, during the week I got the full intern experience working with the wedding and event specialist, on the line filling everyday arrangements, the hospital team, the delivery team and the greenhouse and retail store.

The events team where I worked most weekends consists of designers Lizzie and Brooke, wedding and event specialist Bryna and corporate event specialist Melody and Cara. We designed anything from grand weddings, birthdays, rehearsal dinners to anniversary celebrations. I learned so much about what it takes to create flawless events. Coming from little experience with weddings, I learned everything from designing impressive wedding table centerpieces to traveling to install the arrangements and everything in between. During my internship I got to sit in on a wedding consultation with Bryna. She helps start the creative process of the wedding by helping to understand what the bride wants. Throughout the consultation I learned the necessities of beginning to book a wedding, which includes how many bridesmaids bouquets, boutonnieres, corsages and suggesting flower ideas that would match their desired colors. After the consultation Bryna's business partner Andrea summarizes the wedding into cost and amount of stems per item. A few days before the wedding Lizzie and Brooke start designing the wedding flowers. In addition to the wedding consultation I sat in on a Christmas meeting with Lizzie, Brooke and Melody, the corporate events specialist. Although it was July, Melody had to start giving the clients ideas of what we could do, color combinations and time to buy new materials before Christmas. At each business or residence we discussed what should be installed at each location. We focused on topics such as colors, what had been done the previous year, placement of trees and requests from the client.

The majority of my internship I worked on the line fulfilling everyday arrangements. I learned so much working on the line with Tana, Jennifer, and Minh. I went into my internship wanting to improve my approach to modern design as well as new techniques. Everyday was testimony to learning something new whether it be learning the software to price out designs or learning the menu arrangements. Several times a year the arrangements available for sale change depending on holidays and seasons, hence the term menu. One day I got to go with the designer Minh to refresh and arrange his standing orders he fulfills each week. Minh travels to these clients' homes, bringing flowers with him to design. My day with Minh indicated the dedication and excellent customer service Dr. Delphinium provides.

Additionally, I got to work with Martha and the hospital team. I found working with Martha to be one of the busiest niches of Dr. Delphinium since there are always arrangements to stock up on with 19 hospitals to serve. There was definitely never a dull moment.

Also delivering outstanding service is Donny, the delivery manager, and his team. I had the honor to learn from Donny and a driver, Chad. I was taught where to pick up orders and line them up so they are ready for delivery when the drivers get to work. Chad taught me how to formally deliver flowers, when to leave door tags and call our order to a automated voice message machine. Donny gets the calls so he knows what orders we delivered and can get our next delivery ready for when we returned to the design center. These guys were always on top of things and have an awesome system! So I must commend them because it's these guys who get the product to a happy recipient.

For more of an intern experience I worked at the retail store and the greenhouse, which are located next to each other. Robin in the greenhouse showed me the premises, popular plants and how to price a potted plant. Although little plant growing occurs at the greenhouse, Robin upgrades all the plants she orders. For example on an orchid, she grooms it for bad leaves, adds moss to the pot and straightens the stakes. She sends the plant on delivery or sends it inside the retail shop is a tidy sales floor. All the girls showed me how they help customers and how to ring up orders.

What a great experience I encountered this summer working at Dr. Delphinium Designs and Events in Dallas, Texas. Working at a nationally recognized florist displayed what customer service, teamwork and dedication it takes to run a successful business. I learned something new everyday! I am honored to of been given the opportunity to work and learn at such an esteemed company and with the kindest employees. Dr. Delphinium made me know for certain that floral design is my passion.