



FLORAL DISTRIBUTION CONFERENCE  
**MIAMI** OCTOBER 21-23, 2015  
NATIONAL TRUMP DORAL  
MIAMI, FLORIDA

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# Retail Florist of the Year

## Award Presentation to: Liliun Floral Design

*Frances Dudley, Florists' Review*



**Wffsa**  
Wholesale Florist & Florist Supplier Association  
florists' review



**retail florist**  
OF THE YEAR



# 2016 florists' review Retail Florist of the Year

If you think your shop is one of the best in the nation, enter the 2016 "Retail Florist of the Year" contest, co-sponsored by the Wholesale Florist & Florist Supplier Association (WF&FSA) and *Florists' Review*.

Simply go to <http://url.friinfo.net/rfoy>, fill out the electronic form application and submit!



Lilium Floral Design in Coffeyville, Texas, won the 2015 "Retail Florist of the Year" contest.

The **grand prize** includes:

- \$1,000
- A keepsake plaque engraved with the winning shop's logo
- A trip for two, including complimentary airfare, hotel and registration, to the 2016 WF&FSA Floral Distribution Conference
- Recognition at a special ceremony at the conference
- A feature article in *Florists' Review* magazine, on [www.floristsreview.com](http://www.floristsreview.com) and on [www.wffsa.org](http://www.wffsa.org)

Entry deadline is Jan. 31, 2016!



## 2015 Retail Florist of the Year Lilium Floral Design

After only seven years in operation, business-minded shop owners, Lisa and Ron Pritchett, win our 15th annual title.

By Ann Ryan



Lisa and Ron Pritchett opened Lilium Floral Design in 2008. Lisa and Ron Pritchett came to the profession of retail florists and called it a career. They had been in the industry for 15 years. They had been in the industry for 15 years. They had been in the industry for 15 years.

**T**he opening of Lilium Floral Design in Coffeyville, Texas, in 2008, didn't fulfill a childhood dream for Lisa and Ron Pritchett. Ready to leave their previous careers as a corporate manager in the pharmaceutical industry, Lisa couldn't see herself and Ron leaving their previous careers. They had been in the industry for 15 years. They had been in the industry for 15 years.

However, seeing that she works the advice and support of her local wholesale partners and their suppliers. The full-service shop was very open to their vision to launch. There is a new supplier to ensure that the fragrance will satisfy customers. It seems almost like the best time in the shop. Lisa never regretted.

When the Pritchetts were first married, they told friends they hoped to one day open a flower shop. Ron had worked for a moment during high school, preparing Christmas trees, and Lisa had a longtime love of flowers and gardening. That love was enough to push the vision on a childless couple into a major career change. They moved to Coffeyville, Texas, where he owned a home, owned a business and other friends.

The couple was again in luck. Lisa was tired of long commutes on the road, and Lisa and Ron's son, Austin, was getting ready to enter high school. When the couple saw one more sign raised across the road, "We'll get our own shop that flower shop you talked about!" they knew the time was right.

When the Pritchetts saw the sign, they were excited. Lisa had no idea how to start a business, but she was determined to do it. She was determined to do it. She was determined to do it.

"There's nothing better than having a customer call and ask, 'What is that? I've never seen this before!'" We've to ensure business and success. What are we going to do? It's not a new line for the customer."

Lisa admits,

"If customers ask why Lilium's prices are higher than a conventional store, it's because we're offering the products that Lilium has invested in and made in-house."

In record of success, naming floral design and commitment to sales and customer



"The more time I'm out making sales calls and visiting customers, the faster we grow."  
— Lisa Pritchett





















