



Take 5

MEET CHAMBER MEMBER BUSINESSES THROUGH THESE 5-QUESTION INTERVIEWS WITH...

WAYNE & PEGGY DEBEY, OWNERS
THE FLOWER NOOK

Can you please give us a three sentence summary of your personal background?

Wayne and I met at Fort Hays State University in 1973 and have been partners in life and business ever since. We both believe in convening, networking, education and offering resources to fellow florist and the community. We each bring a unique presence to the store that creates a strong foundation.

What is it about your business that is unique or special? What separates you from your competitors?

Size: Our current location (1928 building) has endured three fires before we bought it in 1999. The store at 208 E. Iron Ave has a warehouse feel featuring a width of 44, a depth of 65 feet and amazing 14 foot ceiling. The back showcase wall is painted every 3-4 months, and all the walls and displays are regularly rearranged with the changing of new artist and seasons.

Philosophy: We both strive to learn more and promote the industry. Wayne has been president of our FTD district, President of our 3 State District Teleflora board, the President of the Kansas State Floral Board

and has earned the honor of American Institute of Floral Designers award. We both have been active on national and local boards that promote growth in the industry plus I teach a variety of college business courses.

Because of our commitment to education of the floral industry, we offer design classes and host "The Flower Man" show on our local Access television network. We adhere to a shoptertainment retail philosophy by offering interactive visual sensations, taste delights and wonderful scents.

In addition, the shop divides the product line between floral, Kansas Foods and local art. Each month we feature at least one new artist that coincides with the Salina Downtown First Friday event.

In general, how is demand for your product or service?

There is an old saying in the industry that "you can never be too busy." Our business relies heavily on phone and web orders which means a percent of our customers never enter our store location.

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Take 5 with Chamber Member The Flower Nook

Industry demand changes depending on season, economics, holidays and our local community's celebrations such as birthdays, weddings, parties and funeral needs.

It is because of that we must continually explore options to encourage the consumer to purchase our products.

How long have you been in business and why are you operating in the Salina region?

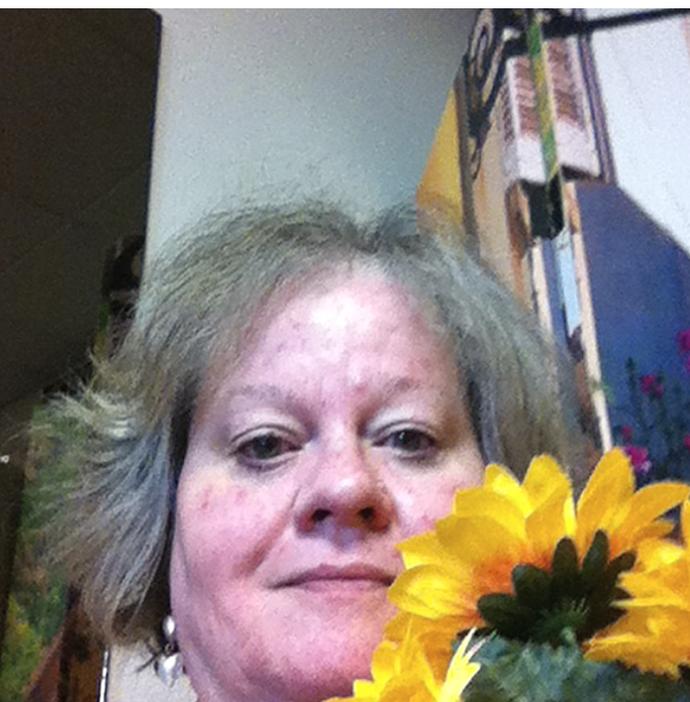
We have owned The Flower Nook since 1983, but it has been part of the Salina community since 1945. Originally, we returned to Salina in hopes of launching a greenhouse business and be closer to our extended families. After purchasing The Flower Nook, Wayne went to the Kansas School of Floral Design and the rest is history in the making. "Financial gurus would have shaken their heads at our no retail or floral experience! We jumped in with both feet with a sink or swim and we are still dog paddling 33 years later."

What are some of the plans you have for the future of your business?

Structurally we are currently in the process of doing some inside remodeling of our floral coolers.

Here are just a few things we have upcoming in the next couple

of months. In September, we are having a grand First Friday that will include paintings by animals from the Rolling Hill Zoo (and animals) plus four other new artists in store. In October, we will have our first DIY terrarium bar where customers can create their own Terrarium gardens. Also, Wayne has scheduled four new Flower Man Access TV shows that will be filmed at The Flower Nook starting in September. We have two floral design classes scheduled through the CLASS organization, plus a crocheted wire necklace class.



**Check Them Out:
The Flower Nook
208 E. Iron
785.827.0351**

www.FlowerNookSalina.com