

Tom Carlson, owner of Fairview Florist, pictured with some of his cut flower bouquets, in his store in Fairview Mall.

BizSnaps

A Snapshot look at local businesses

Fairview Florist's location, at the corner of Milwaukee Ave. and South Harmony Drive (608.755.7700), has been a horticultural site since sometime before 1890. The Carlsons, the 2nd oldest retail family in Janesville, have been in the business since 1927. Tom Carlson, the current owner, conducted his first retail sale in 1939. His horticultural knowledge comes from hands-on experience; his business management from Business College.

Fresh flowers and house plants are only a part of Fairview's business which has grown to include garden plants and supplies; a large selection of patio, deck, and sunroom furniture; as well as Christmas trees, trim and decorations.

After many years in the flower business, Tom has learned that, "Nothing stays the same except flowers. Love for flowers will never change. Where and how consumers get them will change." One of the challenges he always faces is timing his marketing ideas so they are in sync with the times.

"The thing that drives me is promoting."

Fairview's latest promotion success has been their web site, FairviewFlorist.com, which is continually being updated. His first start with a website was not productive but he never gave up on the importance of the web site to his business. "We want people to come, call or click. The goal is to get them to visit us in person, by phone or Internet."

Trademarking Fairview's Five Buck Friday™ and flowerEpower™, has helped Fairview gain more of the everyday flower business. "People buy flowers when convenient and there is nothing more convenient than the internet." Coming soon to Fairview's state-of-the-art floral web site will be a personal record keeping system for you to track past purchases and a reminder service that tells you the time to remember someone with flowers is coming up.

All of these efforts are for one goal - satisfied customers! "My goal is to make shopping at Fairview as easy and convenient as possible; while making sure the customer gets quality and value. My flower cooler and greenhouse is most beautiful when it's empty because the flowers are out there making the customers happy." Because of the Internet, Fairview's happy customers can be found as far away as Australia, England and even Iraq.

Tom says, "Fairview Florist is his passion" and "people who buy flowers are special people."

The Janesville
Gazette

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