



The Hometown News

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Spotlight on Business

Flowers by the Station

73 Union St., Attleboro, MA
508-226-2971 • www.flowersbythestation.com

by Susan Flynn
Hometown News

A floral arrangement in the shape of a baseball? Or how about a dog bone? Then there was the floral golf club, golf green, and 19th hole! These creative floral designs are not taken from some "Fantasy Florist" television program. They are real creations by designers at "Flowers by the Station" here in Attleboro – right next to the train station.

All things are possible if you have the right team and "Flowers by the Station" has that team. Owner Anne Hunt has a staff who work well together. Comments manager June Cooney, "Flowers by the Station operates as if it is a family business. The staff's close relationship with one another allows them to critique each other's work without reservation resulting in a high quality products, absolute customer satisfaction and business mechanics that outshine our competition." The business has won awards including First Place for Best Floral Design in 2005 and 2006 from the Attleboro Museum's annual Flower show. This year, "Flowers by the Station" placed first for "Best Interpretation of the Show Theme."

Floral designer Ron Carlstrom states, "We're always up to a challenge." He adds, "we feel we go the extra mile not because we have to, but because we want to." Personalizing an arrangement brings this staff immense satisfaction. Designing an arrangement in the shape of a baseball for the funeral of a Red Sox fan greatly pleased his widow who showed her appreciation

to the staff by bringing them a box of fudge. "We were touched," commented Ron.

He and



Ron Carlstrom, Beth Kerrins and Michelle Viau

the other designers work together like a "think tank". Most have over 20 years of experience so there's abundant creative resources available.

Each has a specialty, Ron's is designing casket covers. Beth Kerrins specializes in special funeral pieces such as the baseball. Michelle Viau, designer of award winning floral arrangements, is a graduate of Bristol Agricultural High School where she specialized in horticulture. For customers who have questions about plant care, Michelle is the one with the answers. Donna Wild is the wedding consultant. She has won blue ribbons in both Boston and Rhode Island flowers shows. She makes bridal bouquets customized to the bride by incorporating personal items into the bouquet. Cheryl Gilbert has a degree in art and works part time offering her artistic input and design skills. When these designers put their heads together, dreams become reality. And Ellen Galligan is the service representa-

tive who works with the customers to process the orders.

Although "Flowers by the Station" specializes in floral designs for funerals and weddings, they have arrangements available for all occasions. They also offer balloon bouquets with plush animals, fruit and gourmet gift baskets. Their "floral arrangements are created with a variety of flowers, containers and in a wide variety of prices", boasts the website. You may consider a "Dainty Victorian Basket" or an "Ice Cream Sundae." Or a "Bear in a Basket" or a "Chocolate Basket"!

If you have a wedding or other special occasion in your future, why not consider a creative arrangement sure to please the recipient? Contact "Flowers by the Station" at 508-226-2971 or 1-800-226-2975 and see what their team can dream up for you! They deliver daily in the Attleboro area and wire-out to anywhere in the world. Hours: Monday-Thursday, 9-5, Friday, 9-5:30 and Saturday, 9am-1:30 pm.