

# Spotlight on Business

Victoria residents are sure to notice that business is blooming at Victoria Rose Floral. That is very likely because customer service, attention to detail and personalized service are what customers have learned to expect from the store's owner, Marta Christianson, and her highly talented staff of floral designers. On any day, visitors to her shop are greeted with the aromas of beautiful flowers, and a full selection of cards and gifts. On Fridays, they are greeted by the

**Victoria Rose Floral**  
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store's canine mascot, Jackson, who is there to promote the "Jackson Special."

The doors of Victoria Rose Floral opened on July 22, 2005, but the story really begins 16 years earlier when

Marta first began working in the industry. She earned her certificate in floral design from Hennepin Technical College and is thoroughly trained as a floral designer. Marta worked for larger, established floral businesses for several years, where she received the real-life experience she would need to manage a retail business establishment.

Throughout the years, Marta had a dream of opening a shop of her own. That dream became a reality when a store location in a highly

visible Victoria location became available. For her first three years in business, Marta worked long hours, mostly alone with Jackson. Over time, Victoria Rose Floral attracted new customers and gained a reputation for exceptional service.

Whenever possible, Victoria Rose Floral uses locally supplied roses and flowers. Not only does that guarantee fresher quality and longer lasting blooms for their customers, it supports local businesses and strengthens the area's economic base.

The store delivers floral creations and plants to Twin City area homes, businesses, churches, hospitals and funeral homes.

Marta's two designers, Deb and Joan, both worked with her in earlier years and sought her out for employment because they knew Marta was a woman of integrity. Each brings a unique eye for design and a heartfelt desire to help every customer feel a little bit happier for the experience. Everyone at Victoria Rose Floral seems to display an uncommon



awareness of their customers' moods; even Jackson seems to sense when a customer need his companionship. That may be why the earliest Victoria Rose Floral customers are still coming back – and bringing their friends.

Victoria Rose Floral will be celebrating its five-year anniversary on July 22, 2010, but every Friday is "Jackson Special" day. Customers bring in their vases and fill them with a selection of fresh-cut flowers for \$15. It's a great way to start the weekend.

