Brian J. Wheat, AAF, PFCI
Lafayette Florist, Gift Shop & Garden Center
600 S. Public Rd. Lafayette, CO 80026
303-665-5552  800-665-0771
www.Lafayettedflorist.com
Facebook at Lafayette Florist

Reaching out to the Community
Seeley Conference - Creating Mind Share Opportunities
June 28 2011, Cornell University

Ways we connect with our community:
1. Chamber of Commerce
   - active in four local Chamber of Commerce
   - Lafayette Chamber of Commerce
     - 17 years on BOD, past president, founding member
     - participate in city events, business after hours
     - GPS award, Chamber Champion, Sam Walton Business leader award
     - inside knowledge of city happenings, connection to business leaders

2. Rotary Club
   - weekly exposure in front of 50 community leaders
   - raconteur, Rotarian of the year
   - projects: Xeric garden, Meals on Wheels, Sister Carmen food bank
   - family affair

3. VFW (Veteran's of Foreign Wars)
   - founding member of Men's Auxiliary, officer, past president
   - Volunteer: Burger night, Honor Guard for Memorial Day, July 4th
   - Participate and keep the face of Lafayette Florist in front of this group: karaoke, donate plantings in front of VFW building, attend functions

4. Connect with the Art Community
   - sponsor Art Night Out
   - Botanical Art Classes @ Lafayette Florist by professional artist
   - Teach classes using our staff (floral design, gardening, Wall Flowers)
   - create traffic in store
5. Plant Sales
   - sponsor fundraisers for local organizations
   - Lafayette Library Homework Center, Centaurus Baseball, AAUW
   - community appreciates involvement with their favorite organization

6. Be the Local Expert / Be the Industry Expert
   - Garden expert, Drought headquarters
   - connect with the local newspapers, be their resource
   - Brian Wheat, named “Top Ten Influential People” in Lafayette
   - Garden blogger for SAF
   - Industry magazines use us as a frequent source of information
   - Teach classes to Newcomers, Red Hat Society, Garden groups, Church groups

7. Be the place to GO
   - tour groups from preschools to senior citizens
   - CSU horticulture students annual tour
   - CSU master gardeners on duty
   - Events: Spring Open House, Holiday Open House, Peach Festival Tent

8. Stay connected.
   - Read industry publications, watch garden shows, talk to vendors and customers
   - Sponsor a garden radio talk show. Call in, listen to hot topics, connect with hosts
   - Social Media keeps us linked with vendors, colleagues, industry groups and customers

9. Government Relations
   - Partner with city leaders. Rewarded with $465 million medical center, energy grants, inside connections
   - Make connections with state and U.S. congress
   - Participate in SAF’s Congressional Action Days

10. Use talent within your staff
    - Who can contribute besides Brian
    - Sandi, AIFD (American Institute of Floral Designers) regional board, FAR (Floral Association of the Rockies) board and founding member, Teleflora regional president, AAF (American Academy of Floriculture)
    - Lori, AAF SAF Board of Directors, City of Lafayette Community Events Board, Lafayette Public Arts Committee, attends many industry events for national networking