

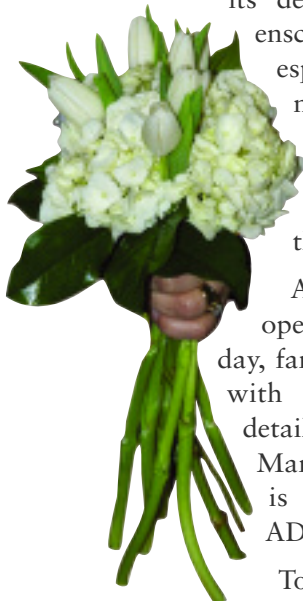
SEEING THE WORLD THROUGH ROSE COLORED GLASSES

There's a song that says, "Carry on smiling and the world will smile with you. Life is a flower."

This song rings true for Mark and Kristine Roehrich, owners of Adalar Floral. Business is blooming and it's because of their warm smiles and welcoming nature, not to mention their beautiful bouquets and unique gifts.

A Charming Shop in a Convenient Location

Adalar Floral is a rather new floral shop located on Hastings Way in Eau Claire. The charming shop made its debut in October 2004 and is ensconced in a convenient location, especially for bridal couples, with neighboring bridal and menswear shops, a jewelry store and a print shop. Brides and grooms can virtually plan their wedding in one stop.



Adalar is a family owned and operated business. Throughout the day, family and friends stop by to help with deliveries and other business details. Family is vitally important to Mark and Kristine. After all, Adalar is namesake of their children, ADam, ALEXis and ARrianna.

To house the business, the interior was fully remodeled to allow separate spaces for merchandise display, storage and floral preparation. The remodeling and most of the furniture throughout is the handiwork of Mark. In the heart of the store is a comfy floral couch: "It is the perfect place for us to meet with customers to discuss their wedding or event," said Kristine.

This bud of love, by summer's ripening breath,

May prove a beauteous flower when next we meet.

*William Shakespeare
(1564 - 1616),
"Romeo and Juliet,"
Act 2 Scene 2*



In addition to flowers, Adalar sells plants, silk flower arrangements, as well as vintage home décor, gift items and unique cards.

Carefully Crafted Wedding Bouquets

Adalar Floral provides fresh flowers for any occasion, although they specialize in weddings and special events. With more than 20 years of experience in floral design, Kristine is able to create bouquets ranging from casual to extravagant.

"We take the time to talk with the bride and groom to get a feel for what they want for their special day," said Kristine. "We realize that this is one of the most cherished days in their lives and we want everything to be perfect."

Kristine usually meets with the couple at least two times. She recommends bringing in color swatches of the bridesmaid dresses, as well as accent colors, to aid in selecting coordinating flowers. If the couple is willing, Kristine will select seasonal, complementary flowers consistent with the color palette. This makes life easier for the bride and groom, Kristine says.

The element of creativity is emphasized in the floral creations Mark and Kristine design. "We are continually researching the industry to stay on top of trends," said Mark. One trend that Adalar has been incorporating into their work recently is color blocking, grouping flowers of the same color either in separate arrangements or within the same bouquet. Color blocking is a



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dramatic way to make an impressive visual impact. It can be used in the bridesmaids' bouquets or the table centerpieces.

Kristine often provides more than floral services for her customers. Her creative nature leads her to suggesting artistic and seasonal centerpieces or decorations for the ceremony or reception hall. "Giving advice makes my job more fun, plus it personalizes the experience for the couple," said Kristine.

Customers Feel More Like Friends

"Kristine has a knack for making customers feel more like friends," said Kim Brown, a frequent customer at Adalar. The enormity of her compassion for others is evident as she genuinely empathizes with the stress of planning a wedding or funeral. Kristine lost both parents within months of each other, her father just months before her wedding and her mother just weeks after. More recently, Kristine finished her last round of chemotherapy for ovarian cancer.

Some people would dwell on hardships like these, however not Kristine. You could say that Kristine sees the world through rose-colored glasses. She is comfortable sharing her life story, the ups and the downs: "We all have a story to tell. I'm open to share mine, with the hopes that it may help someone else," said Kristine. "This business

has been a blessing. I can't sit in bed and dwell on my cancer. I love what I do. My customers and family have kept me going."

One of the greatest aspects of owning the business is working side-by-side, said the husband, wife pair. "I get to see my husband every day. Plus, everybody loves a guy with flowers," Kristine said with a laugh.

Married nearly 25 years, Kristine says kindness is the key to a fulfilling marriage: "Be kind to each other," she often advises couples. "It's the little things that matter. For example, if you are pouring yourself a glass of soda, see if your spouse wants a glass!"

With this, you could say that where kindness blooms, so does love.

For Adalar, where kindness blooms, so does business.

Adalar Floral is located at 1500 Hastings Way in Eau Claire. Their store hours are 9-6 Monday thru Friday and 9-5 on Saturday. To set up an evening appointment, call Adalar at 715-830-1010 during business hours.



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If you are interested in becoming a feature business, please contact Juliette at 715.415.2884.

