

SMALL BIZ Snapshot



Photo By Bethany Taylor-Myers

Dana Adkinson

When she got married, Dana Adkinson couldn't find anyone in town who could preserve her bridal bouquet. A former public relations person, Adkinson seized that as an opportunity- she used \$7,000 to open Keepsake Floral in Orlando in 1994 in a back room in her mother's house.

Keepsake Floral preserves bridal bouquets, funeral flowers and other special occasion flowers from all over the country and mounts them in custom shadowbox frames. The labor-intensive process involves up to eight people, including designers and framers, working on each bouquet. Prices start at \$135 for pressed floral keepsakes and \$285 for keepsake shadowboxes.

Now Adkinson's firm has 14 employees, a 3,500-square-foot warehouse and \$500,000 in sales last year. She predicts \$1 million in sales within two years.

She recently expanded her line to include less-costly gift boxes, jewelry boxes and framed invitations to supplement the business in the slow season. The company also creates scented oils and potpourri from wedding flowers.

Adkinson's preservation technique is a secret—one that she developed by experimentation. Says Adkinson of her business: "It's a very girly process. It keeps us busy and out of trouble."

- Susan Lundine