



AMELIA 26

ISLAND 26

The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

Christina Brown, FSMD
Roses are Red Florist



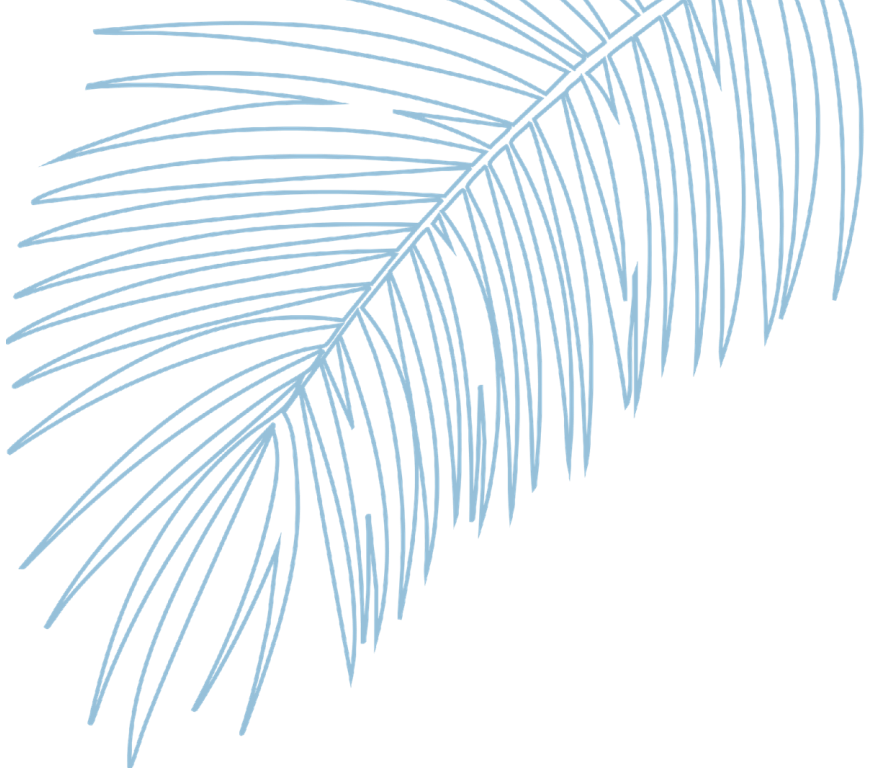
**“IF YOU DO YOUR JOB RIGHT AND TRAIN
US THE WAY WE NEED TO BE TRAINED,
THE ONLY THING YOU WILL HAVE TO
WORRY ABOUT IS WHEN AND WHERE
YOU ARE GOING ON YOUR NEXT
VACATION.”**





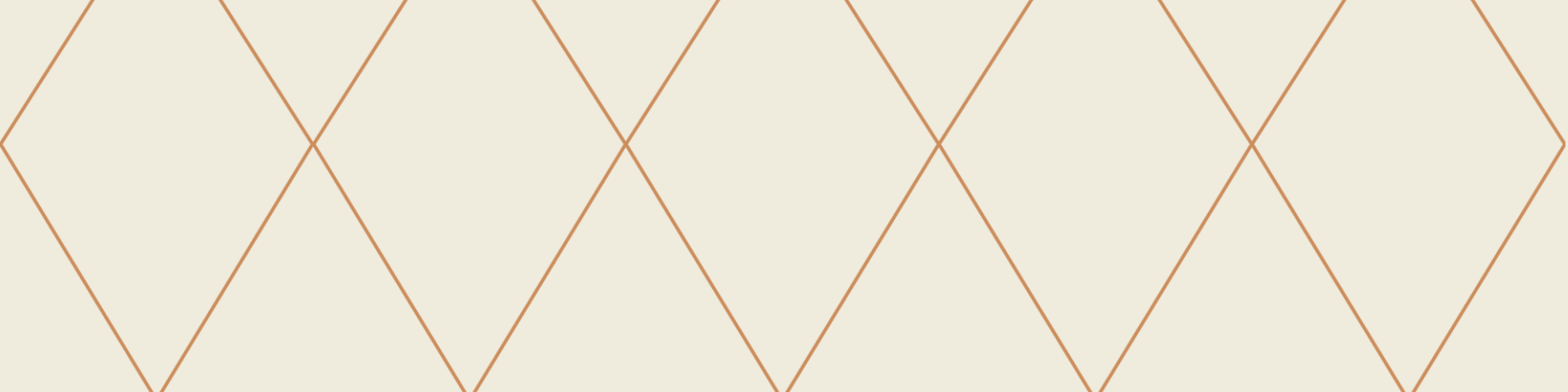
Who am I?

- Own two small shops with a small tight staff, first shop bought in 2009, second in 2013.
Mix of retail, funeral, and 120+ events a year
 - Mom of a 9-year-old
 - Like economics and history podcasts and other such nerdy stuff
 - Like exercise, baking, reading (sci fi and fantasy)
 - BS in Interdisciplinary Studies in Landscape and Nursery Management, Minor Agribusiness, University of Florida (fancy way of saying ornamental horticulture with business focus)
 - Too many leadership positions in organizations to list, starting at age 12
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**Today we will explore why strong
managers and employees really
matter!**





If something happened to you and you were unexpectedly totally unavailable to your staff for a few hours, a day, or a week, how functional would your business be? What would suffer first?



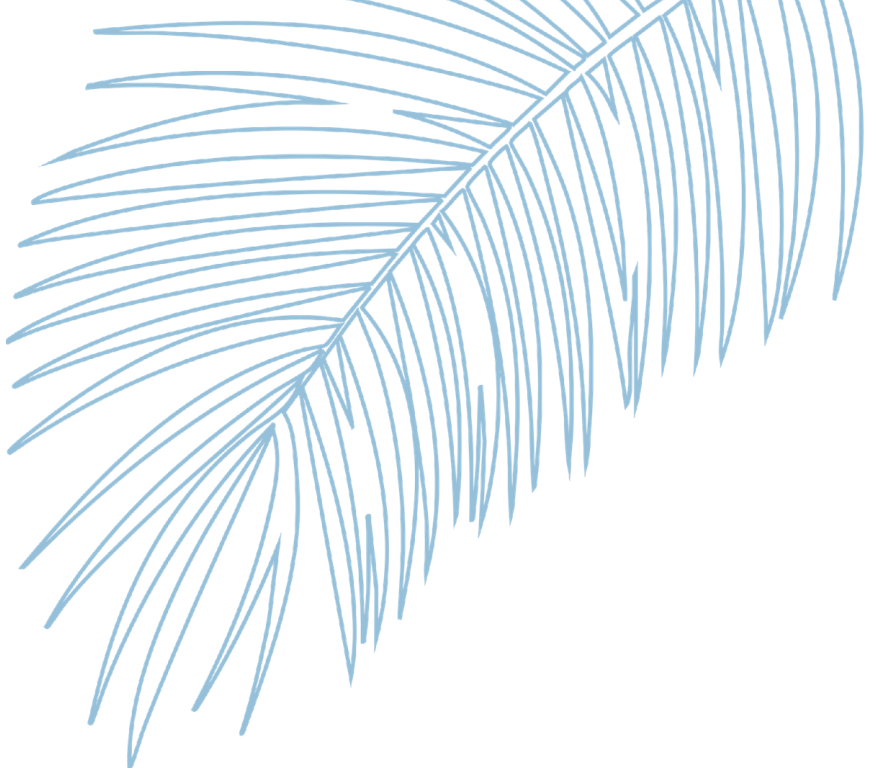


Tired but true statement: You should be working on
your business not in it.

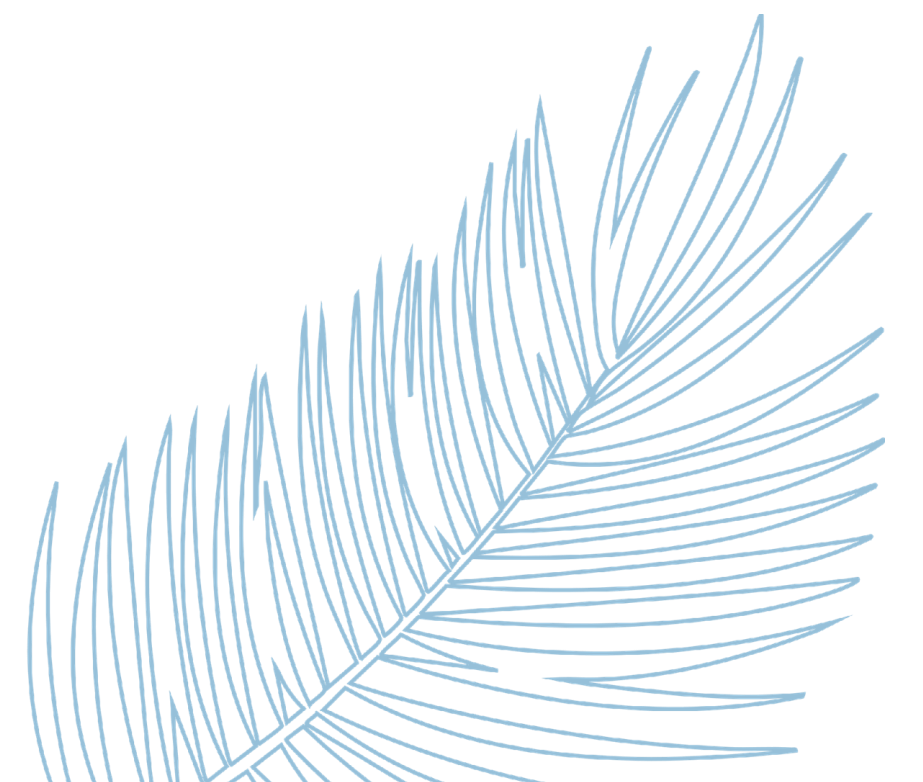
Competent, well trained, employees and managers with
good training and authority to make decisions free you
up to grow your business, take time off, and do so
many important things.

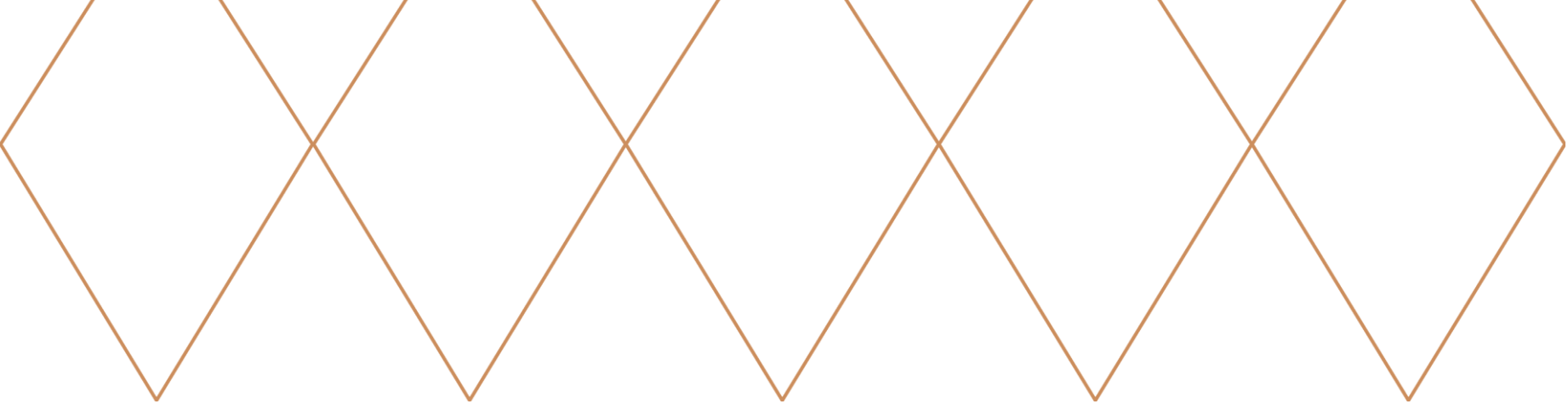
It also gives them the tools to be the most efficient and
to give your customers the best service. I believe it also
gives them great satisfaction and helps with retention.





What is success to you?





What are your goals?

What are your goals for yourself and thus your staff?

What does that look like?

What do you need to keep?

What do you need to get rid of?

What are your priorities for work and life short and long term?

And how do you strategically get to all this?!?



My Current Goals

- I only want to work 10-15 hours per week.
- I want to go on vacation multiple times a year and not have to check in often.
- I want to be able to work primarily remotely .
- I only need a small salary but want my time paid at least \$50/hour.
- I do not want staff to bother me with easy stuff.
- I want time to volunteer in the community, including at my son's school.
- I want my employees to be content in their work and generally happy and fulfilled.
- I want low turnover.
- I want steady sustainable growth with customers who are generally happy.
- I want my designs to match my personal values—vase life expectations.



Train your staff to think like you-ish. Staff need to know the “why” and the ultimate goals — not just how to do something. Understanding strengthens values.

Example 1

Goal: Ultimate Vase life

Active steps: High-quality product, every step for care and handling followed every time, design that supports long life.

Result: Long vase life, happy customers who don't complain and return for more!



