

Blooms & More
Sherrie Odom, Owner

For a florist, one of the busiest and most profitable days of the year is February 14. Sherrie Odom had just purchased a florist shop when a record snow storm damaged power lines leaving her store in the dark along with many homes and businesses. Undeterred by icy roads, Sherrie and her employees arrived before sunrise to finish designing customers' floral arrangements with only candles and lanterns for light. While it wasn't a record Valentine's Day for the store, it did reflect Sherrie's determination to succeed.

In late 2008, Sherrie visited the Navarro College SBDC for assistance in purchasing Flowers by Patty, which had been in business twenty six years. Although both she and her husband owned a business, Sherrie had never worked in a florist shop. She knew there would be a significant learning curve and that buying the business posed a considerable risk due to the struggling economy. Her SBDC Counselor recommended she consider asking the owner if she could observe the daily operations for a week or preferably longer before making a decision to purchase the shop. With the Christmas holidays around the corner, the owner needed part time help, and Sherrie realized it would be a great opportunity to gain hands-on experience.

After the holidays, Sherrie knew she wanted to buy the business, but recognized there was still a lot more to learn. In January, the owner agreed to let Sherrie take over management responsibilities to become more familiar with the operations and seasonality of the business. By September, it was apparent that Ellis County was feeling the impact of the recession, but under Sherrie's management, sales continued to grow compared to the previous year. The year ended with revenues up 30% over 2008.

In February 2010, Sherrie purchased the business and changed the name to Blooms & More. She stated, "My SBDC counselor pointed me in the right direction during our very first meeting. Managing the shop gave me both the experience I needed and the confidence that I could grow a successful business even during a tough economy."