



Rick Hatfield arranges the stock at the Springbrook Gardens Forest in Farmington. He owns the nursery with his brothers Mike and John.

# Hearts and roses

## Florists, nurseries love Valentine's Day

By Tom Baer  
staff writer

Love that Valentine's Day. Farmington-area florists and nursery people sure do, even though it means a few long, hectic days and maybe a touch of writers' cramp.

St. Valentine's Day, coming up this Friday, is always an occasion for "hearts and roses."

Jeanne Trumpy, co-owner of the Farmington Hills florist — called, appropriately enough, Hearts & Roses — hopes affairs of the heart translates into orders for flowers.

"Love is the heart of our business and the rose is the queen of flowers," said Trumpy, a Farmington Hills resident who co-owns the shop with Sharon Holmes.

Trumpy and others who hope to cash in on the so-called "romantic holiday" are praying for decent weather on Feb. 14. After all, part of their business involves transportation.

"We've had some snowstorms on Valentine's Day," she said, "and that's always bad news. People want their orders delivered ASAP, that's at 7 in the morning, not 6 at night."

"Sure, it can be a hectic time, but I like it hectic. That's why I'm the owner. I guess I'm not glad when it's over."

IN THE HISTORIC setting of Springbrook Gardens in Farmington, Rick Hatfield is laying in "tons and tons of freight" from Texas, Florida and California in anticipation of the big day.

Valentine's Day? "I'd put it right up there with Christmas," said Hatfield, one of three brothers (Mike and John are the others) to own the business.

"Roses are the predominate flower to buy (for a Valentine), but times are changing and people are buying more mixed bouquets and spring flowers... irises, tulips, daisies."

The nursery is at Power Road and Silwassee on the site of the old Ely Farm, which dates to 1857. The nursery has been a family-owned business since 1932.

AT THE FARMINGTON Center Florist, flower designer Mary Ann Roney calls Valentine's Day "the busiest single day of the year" for folks in her profession. Mother's Day, however, is the busiest holiday.

"The night before (Valentine's Day) we'll work until everything's done," said Roney, a Novi resident. "That could be 10 or midnight or later. Then of course we have to be back at 7 the next morning."

A florist could get writer's cramp, she said, taking all those orders (sometimes as many as 150 go out on the big day) over the phone and then hand-writing all the little cards to go with the flowers.

"Someone will send a card saying, 'For a romantic time meet me at... (a room number of a hotel).'" Roney said. "We get some pretty kinky ones, too."

Marie Devarqua, a flower designer at Deaux Blooms in Farmington, will start "greening in" (putting baker ferns in containers) about two days before Valentine's. Then there are the flowers to order and roses to deliver.

"Valentine's Day means big walk-in business," said Devarqua of Novi. "We get a lot of last-minute shoppers. A man will buy one red rose in a box for his honey."

"It (Valentine's Day) is a heavy load... a lot of work for one day and then it's over. But just think, you make so many people happy."

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