

kept off. All that illuminated the store were tiny Italian lights. Twiggs & Blossom's resembled a spring garden in January.

Mooney and Asselin firmly believe in making Twiggs & Blossom's as customer-oriented as possible. They do this in many ways, from delivering their arrangements to nine metropolitan counties to maintaining a welcoming attitude towards all customers.

"We want people to walk through just to experience our store," Mooney said. "We cater to customers who come in to see flowers they've never seen before, customers who want to buy a single stem every week and customers who place large orders regularly."

"We are a floral boutique," Mooney added. "We want people to walk through our place like they would an art gallery."

Visitors will see unique flowers, unusual containers and topiaries, wreaths, unusual pieces of patio furniture, bird baths and more. They'll watch Mooney at work creating an arrangement. He and his other staff don't hide in a back room workspace. They work where customers can watch.

They'll also decorate people's homes for the holidays. They make special arrangements, such as in a toilet training seat for a baby shower. They do arrangements for parties and weddings, only doing one wedding a day so everything is perfect for that bride and groom.

Twiggs & Blossom's also caters to the

community. Its owners purchase items from local growers whenever they can. They use only recyclable packaging with soy ink and they support many community organizations. These include Avon Players, Rochester Symphony Orchestra, Rochester Community Schools and Oakland University's Meadow Brook Hall.

Although Mooney and Asselin are owners of Twiggs & Blossom's, others work with them to make the boutique a success — Jerry Dunsizer and Catherine "Kitty" Odekerken.

Both Mooney and Dunsizer are members of the American Institute of Floral Designers, earning this distinction by passing several professional tests of their creative skills.

While Asselin grew up in the floral industry, he concentrates more on the marketing end of the business. He also manages the two partners' new business, Penn & Paige, Ltd. Located only a few stores north of the floral boutique, Penn & Paige caters to customers seeking unusual stationery and paper lines. It also has state-of-the-art equipment to help clients design the typeface for their stationery and invitations.

Many customers want to know if there really is a Twiggs and a Blossom, according to Mooney and Asselin. The answer is yes, although they didn't come about until after the floral boutique opened.

They are the owners' two Cocker Spaniel puppies, who will be allowed to roam the stores as the dogs mature.

## Your Home is Your Largest Investment

Professional landscaping by Four Seasons Garden Center can increase your home's value. A recent Gallup survey concluded that a 15% increase in selling price can be realized when the house is nicely landscaped.

Your yard can be functional as well as beautiful. Landscaping can provide privacy, expand your living space and reduce noise while benefitting the environment.

For a beautiful landscape you can enjoy throughout the four seasons, choose...

Four Seasons Garden Center



### LANDSCAPE RENOVATION SPECIALISTS

- Distinctive Designs
- Professional Installation
- Brick Paving, Walks, Patios, Drives
- Fully Licensed & Insured
- Family Owned with 27 Years Experience

- COMPLETE SELECTION OF SHRUBS & TREES •
- UNIQUE GIFTS AND ACCENTS •
- VISIT US FOR ALL YOUR GARDENING NEEDS •

## Four Seasons Garden Center

14471 W. 11 Mile Road • Oak Park  
Between Coolidge & Greenfield • Parking in Rear

543-4400



# ALTIMA™

## CONSTRUCTION COMPANY, INC.

Over 30 Years Design & Remodeling Experience



## Remodeling \$500 off

- Room Additions
- Porch Enclosures
- Kitchens
- Bathrooms
- Rec Rooms
- Spa Rooms
- Free Estimates

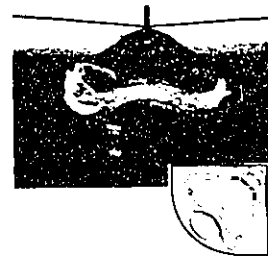
2821 ROCHESTER ROAD, TROY  
S. OF BIG BEAVER

(810) 689-4075

Offer Expires 5/17/94



**FREE**  
Water Rainbow  
Faucet\*



## SPA MART

HOT TUBS • WHIRLPOOLS

2821 ROCHESTER ROAD, TROY  
S. OF BIG BEAVER

(810) 689-4075

\*Excludes Prior Offers or Purchases  
Minimum Purchase Required

\*Color matched faucet w/purchase of whirlpool • Offer Expires 5/17/94