



NEWS

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SAF Honors 101-Year-Old Company

ALEXANDRIA, Va. — Sept. 27, 2007 — On Sept. 27, Olympia Hearn Flower Shop in the Bronx, N.Y., was recognized as the recipient of the Society of American Florists 2007 Century Award at SAF Palm Springs 2007, SAF's 123rd annual convention held in Palm Springs, Calif. First presented in 1982, the Century Award honors companies that have served the floral industry for 100 years or more and is presented at SAF's Annual Industry Awards Dinner.

Olympia Hearn Flower Shop

Founded in 1906 by Gregory Chugranis, and his brothers George, Nicholas and John, Olympia Hearn is still thriving more than 100 years later. The shop is now run by Chugranis' grandsons, Gregory and Nicholas.

"Commitment, perseverance, and a willingness to go that extra mile," is what Gregory Chugranis attributes his family's ability to keep Olympia Hearn Flower Shop successful for more than a century. In its 101st year, the shop sells gift items, such as teddy bears and fruit baskets, in addition to flowers and plants.

The shop (originally called Olympia Florist) has moved twice since opening – once, in 1960 to the Hearn's Department Store building (where it picked up the name “Hearn's”), and then again to its current location when Hearn's went out of business. Sustaining a client base throughout these moves has not been a problem for the business. “We are in the same general location,” says Chugranis, who adds, “We treat our customers as our friends ... I need the customers more than the customers need me -- you have to always keep that in mind.”

Chugranis says Olympia Hearn's' long history gives the store a leg up on its competition. “We are still one of the leading flower shops in our area,” he says. “A lot of customers call us, and because we have known them for so long, we know their stories. It's not just a voice on the other end of the line ... There is a personal touch.”

For more information or to apply for the Century Award, visit www.safnow.org/awards or contact SAF's Debi Aker at (800) 336-4743; daker@safnow.org.

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The Society of American Florists is the association leader for all segments of the floral industry including wholesalers, growers and retailers. SAF is proud to provide marketing, business and government services for more than 12,000 participants in the U.S. floral industry.