

Business Is Blooming

Palmyra Area Chamber of Commerce President Heidi Deuster, owner of Heidi's Hobbies, Floral and Gifts has been selected as the Chamber's "Shining Star" business for the month of January 2018.

Owning a business has always been the American dream for many people. Heidi Deuster made the dream a reality in May of 2006 when she opened Heidi's Hobbies & Gifts in a barn on the family's property at N2356 County Road E, just North of Palmyra.

Many of her hobby and gift customers asked about purchasing flowers as a gift alternative. When she added flowers, the business saw a tremendous increase – thanks to weddings, anniversaries, funerals, birthdays and other special events. Clearly, a new name was in order and Heidi's Hobbies, Floral and Gifts was born.

Thanks to Andy, her husband, she tripled the size of the facility in 2017 which provided more room for the floral business and the addition of Telefloral and FTD delivery services. Those services coupled with her website site, www.heidisfloralpalmyra.com, have greatly helped expand the business.

One of the secrets to her success has been the local delivery she provides within a 30-mile radius on Mondays through Saturdays. "Our personal touch – from creative floral design to personalized floral delivery have been the real secret to our success," Heidi added.

Heidi's Hobbies, Floral and Gifts are open Monday through Friday from 9:00 AM to 5:00 PM and Saturday mornings from 9:00 AM to Noon. Heidi and her staff can be reached at (262) 903-6983.