

GUEST SPEAKER ANNOUNCEMENT

Upcoming Event – **Feb. 22nd 2012**

Cleveland Plant and Flower • Erie, PA

“GETTING OUT OF THE BOX”, with Art Conforti

SPECIAL GUEST SPEAKER - *Arthur Conforti, creator of floralapp® will be here February 22, 2012 at 7:00pm to discuss how to improve your business by working S.M.A.R.T., as well as how floralapp® can keep you ahead of your competition.*

In 1986 Beneva Flowers was opened

in its present location by Arthur Conforti Sr., who had previously owned a flower shop in New York for over 35 years.



In 1992, Arthur Conforti Sr. retired and sold the business to his son, Arthur Jr. who worked hard to carry on the legacy of exceptional customer service.

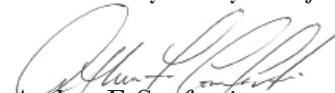
His formula emphasized a quality product for the best value. This approach worked, and by 1995 the shop outgrew its original space. Beneva expanded by leasing additional units adjacent to the original location.

What's most important to Art is that he still sees the same regulars that ordered from his father the very first year of business. "That says something in large volume," he says. "We are still paying attention to detail and our eyes are on the ball. I will never sacrifice personal

attention or service for growth." Art has grown without a game plan. Doing his best one day at a time has consistently led him to success. It's that simple. Art is proud to be hands on with all projects and companies he begins. Never afraid to roll up his sleeves, Art has always been driven by finding solutions and filling voids.

Art oversees all business operations, development and strategic planning. His efforts not only led Beneva Flowers to be a top 50 retail floral company but he has also been awarded Philanthropist of the year in 2002 by the AFP. Art believes in giving back and does so with his Helping Hands™ program where 5% of sales are donated back to schools and area churches and fundraising efforts. At the end of the day, it is good to know you did something that really makes a difference.

Take care of today, and today will take care of tomorrow. Waste today, and you'll just start over again tomorrow.


Arthur F. Conforti
President


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miss this!

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