

Blooms & Things Florists

Vicki and Ron McFall along with Iva Hughes (Vicki's mother) bought Blooms & Things Florist from Carol Jones of Arnold after Vicki had been working for Carol for about a year, and set opening date for August 1st 1985.



Vicki & Iva 1985

Those who were around in Arnold back then may remember that Blooms & Things was located in a tiny area next to Vicki's parent's restaurant called Daffy's Roost in Cedar Center and it was not at all uncommon for people to pick up lunch and a bunch of Margaret Daisies for the office. As time went on, the flower shop grew and the need for more space and more family help became apparent as Vicki's mother, Iva, found herself working both her restaurant and the floral shop at the same time.



*Arnold, Ia
Cedar Center
1985*

As the 1990's approached, Vicki's parents sold their restaurant and Blooms & Things moved to the Junction Building more popularly known in the 80's as "Whiskey River" (formerly the location of the old Arnold Post Office). This move increased building space by three times and the staff included Vicki, Ron, Iva, Cecil, all three sons, aunts, uncles, brothers, sister, nieces and nephews. It was during this phase that Blooms and Things partnered with Hallmark Corp. carrying Cards and gifts in their product line.



Oct. 1990 Pumpkin Patch

By 1994, Blooms & Things needed to move (yet again) to a larger location to accommodate the influx. So the decision was made to take up location in the old Apple Wood Liquor Store where there was an 11 door walk-in cooler (a florist's dream). By this time, Vicki's three Sons, her Sister, her Brother, and nieces, all became active at different times as business continued to grow.



Moved into store April 1994



Arnold florist expands into Altaville

By Betty Martin
 Angels Camp
 Blooms and Things, which has served the Arnold community since 1983, has expanded its floral operation into the Angels Camp area.
 Owners Vicki and Ron McFall are leaving the florist and hot house portion of Berganz Nursery.
 Located at 389 Highway 49 in Altaville, the florist shop will feature cut flowers, special floral arrangements, indoor plants, dish gardens, basket gardens, holiday centerpieces and mylar and latex balloons, as well as a variety of gift selections, candles and cards.
 Also, the McFalls are in the process of setting up a fitting room for customers to try on different sizes of their Selis Tuxedo suits.
 Their son, Marc, will serve as branch manager.
 Marc, who says he was "raised in the floral industry," has worked part time in the field for 13 years, and full time for the past four years.

Customers can choose between fresh cut, silk or dried flowers

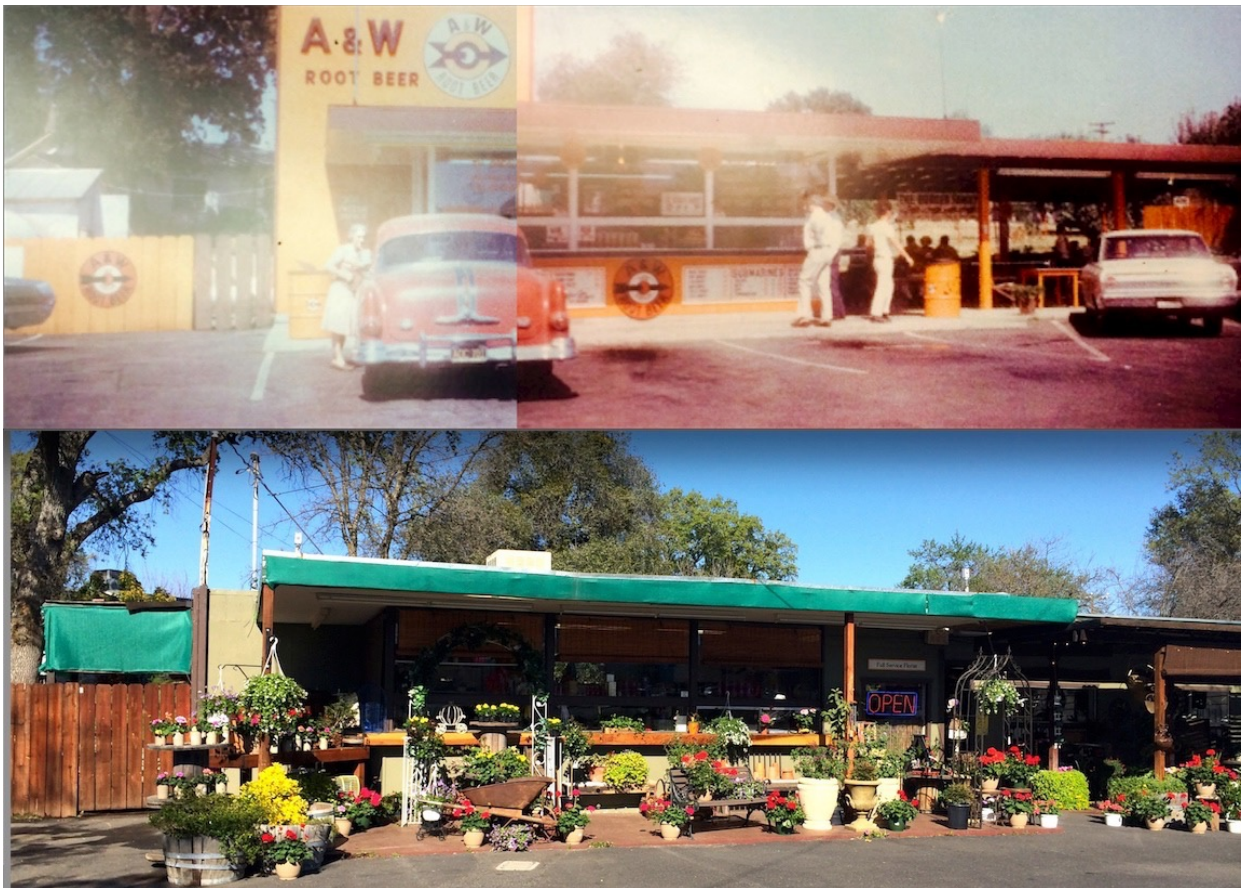
Marc also has attended FTD school, and, through various wire services, can send flowers anywhere in the world.
 Marc prepares many of the one-of-a-kind floral arrangements and said his mother, who has more than 32 years in the floral trade, has been his greatest influence.
 "My mother is service oriented," Marc said. "She believes in going the extra mile to serve customers. Just last night she was making a delivery after 8 p.m."
 Floral arrangements and corsages are available for weddings, anniversaries, birthdays, proms and other special occasions.
 And customers can choose from fresh cut, silk or dried flowers for those arrangements.
 The florist shop also will feature a number of specialty items for the upcoming Christmas holidays.
 Blooms and Things is offering an assortment of poinsettias, azalea, Christmas cactus and cyclamen plants, as well as wreaths and swags.
 Blooms and Things is open Monday through Friday, 9 a.m. to 5:30 p.m., and Saturdays, 9 a.m. to 3 p.m. The shop is closed on Sundays.
 There is a small charge for deliveries.
 For special orders, call 736-6771.

In 1997, Vicki got a call from the owner of Berganz Florist (i.e. Jim Berganz) in Angels Camp with a proposal to take up business in his location as he developed other interests. After reflecting on the phone call and the knowledge that we were already delivering flowers almost everyday to the Angels Camp area, we took him up on the offer as it made sense since we thought that the gas prices of that time were costly enough to warrant a flower shop there. Hence, Vicki's Son, Mark, began work in that part of Calaveras County to build business and customer relations.

In 1999, we saw an opportunity to move our Angels Camp store down the street from the Berganz building to the Old A&W Rootbeer building that was vacant at the time.

This move proved to be a good move and business began to increase immediately due to its center of town proximity and visibility.

[Picture below: A&W Rootbeer Building in 1962 along side the same picture of the building in 2014 of Blooms And Things Florist]



As the next couple of years went by, a new shopping center began to take shape directly across the street from us. We knew at the time that this was going to be good for us as we began to notice customer walk-in traffic increasing due to all the construction workers that would stop by after work to get their significant others bouquets. By the time actual businesses started taking up location across the street, our Angels Camp store began to outpace our Arnold store in sales.

[Picture: taken from our storefront looking across the street - 2000 vs 2014]



As Blooms & Things moved into the 21 century a trusted and talented employee by the name of Tammy Zeyen came into the picture and began working with Mark in Angels Camp. Tammy's design ability and knowledge of wedding work became an asset for the Blooms & Things Company. A few years thereafter, this began to free up Mark to help Vicki and Ron on the internal workings of the Blooms & Things structure.

As time continued to move, and after running stats for deliveries into the San Andreas area, the facts began to show that we had delivered in San Andreas a couple of hundred times in only a few months. Hence, due to many of the same circumstances that brought us into the Angels Camp area, in early July of 2006 the decision was made to open a third location in the San Andreas area: and an opening date was set for August 1st marking our 21st year in business and 3rd location.

While our first year in business in San Andreas looked promising with brisk sales, the United States economy began a downward spiral that greatly effected our San Andreas location. The economy was simply crashing hard. In the weeks leading up to our decision to close our San Andreas store we experienced unprecedented slowness. In fact, there was one week near the end where we didn't see a single customer for a solid week. On August 1st 2008, exactly two years after first opening, we closed our San Andreas location.



As the United States economy began to even get worse, a growing concern that we may end up losing our Arnold store too began to weigh on our minds & hearts. I say hearts because this is the location where it all started. So many memories through so many different times of our lives as a family. The shop was apart of it all...through the good...and through the bad (the passing of Cecil & Iva / the shop fire of 1995) ...it was always considered the safe zone.



*Blooms & Things
Fire of 1995*



*Saying Thank You
After Our Shop Fire July 1995*

In an effort to make it through the tough economical climate, we made a decision to downsize our Arnold store located at AppleWood Center and move to a smaller location at the Barry Ward building . The year was early 2009. However, by the time 2010 arrived, it was realized that we weren't going to make it through the tough economical downturn. In November 2010, we closed our final version of the Arnold store.

While we went through the loss and disappoint of losing two stores in a short amount of time, our Angels Camp store continued to hold steady throughout the entire economical downturn. **In 2012, we noticed business increasing at a steady pace with 2015 proving to be our best year in business since we opened in 1985.**



Blooms And Things - Barry Ward Building 2010

Why, you ask? Weddings, weddings, and more weddings! Our County has literally exploded with wedding venues as the wine industry pours into Calaveras County with beautiful small wineries perfect for marriage ceremony. People from all over the world travel with romantic excitement to our little county to the tie-the-knot. With 45 known venues (and growing) in Calaveras County, the local wedding industry is definitely on the rise.



Order Online For Local Flower Delivery
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Angels Camp	Murphys	San Andreas	Arnold	Copperopolis
CITY LIMIT				
100 mi	100 mi	100 mi	100 mi	100 mi

82 N. Main Street
Angels Camp
209 - 736 - 6771

Wedding Specialist

Full Service Florist

OPEN

As I write this, the year is 2015 and we just celebrated our 30th year in businesses as Blooms And Things Florist. Since our story is on going, this page will be updated periodically as we make history.

From Blooms & Things Florist, we extend our thank you[s] for using our company for your floral needs.



-Mark McFall