



Southwest Idaho

The sweet smell of success

2020



FiftyFlowers

Liza Roeser
Boise, Idaho
Started: 2003

fiftyflowers.com

“The SBDC not only opens up a network of other entrepreneurs and business owners, it connects the business owner with experienced coaches.”

Liza Roeser started her journey as an entrepreneur at 9 years old selling Avon products door-to-door. After completing a two year Peace Corps assignment in Ecuador, she seized the opportunity to export flowers from farm to market direct and founded Farm Exports in 1998 and then FiftyFlowers in 2003. Today, FiftyFlowers focuses on delivering farm-fresh flowers to DIY consumers and couples who are interested in designing their own flowers for their special day.

Liza heard about the Idaho SBDC through word of mouth. Liza’s SBDC consultant helped the FiftyFlowers team align their goals with their company’s processes and strategies. Feeling the growing pains of a rapidly expanding business, Liza continues to work on curating and recruiting an all-star team, keeping focused on business financials and expanding the business.

In the next 3-5 years, FiftyFlowers is on track to dominate the floral industry. Liza plans to capitalize on their current customer base by finding creative ways to retain them as happy repeat customers. Liza’s advice to business owners: “Surround yourself with smarter people than you and make sure that you’re learning from your failures.”

