



# Blooming Success

## Zimlich Patio & Garden Center d/b/a Elizabeth's Garden

The Zimlich name is synonymous with flowers in the Mobile area. The first flower business started by siblings **Carol Reeves, Donald and Tommy Zimlich** was run out of the dollhouse their grandfather built for Carol in their backyard. Prophetic? Somewhat, but it's important to note the family has a horticultural history dating back to 1927, when the first Zimlich the Florist opened.

By the time the trio went to college, though their mother encouraged them to explore careers outside the family business, Carol graduated in accounting, while twin brothers Donald and Tommy pursued horticulture degrees. All three could not escape the desire to stick to their roots, and with the help of their father, opened Zimlich Patio & Garden Center in 1981.

Today the company, in addition to the retail garden center on Dauphin Street, owns and operates Elizabeth's Garden Shop on McGregor Avenue, employing the owners and nine others.

Serving both local and regional customers, the siblings pride themselves in customer service, citing valued employees who remember every detail of their customers' preferences without hesitation. The company can also create the most intricate designs for special events and weddings. No task is too unique for this staff, from original, hand-constructed, elegant arbors to elaborate pieces from Mardi Gras floats entwined with more than 10,000 carnations, the Zimlich team seeks to present a distinct experience for every event.

The company offers complimentary consultations to customers who drop-off or email photos of an area needing

design, and the garden center's specialty blend of potting soil is famous for its ability to revive even dying plants.

Success did not come without challenges. The Zimlich siblings created their niche when big box stores entered the gardening industry – quickly understanding the need to adapt to market changes and customer needs, which led them to move into specialized events.

“Growing up in the industry, you inevitably work through every level of skill, from packing boxes to designing arrangements,” says Donald.

According to the siblings, landscape and floral design, unlike other design fields, have no rules, and the customer should always focus on what they like best. They all agree and teach their customers, “Life is short; enjoy your garden.”

Ever wondered if your business qualified to be featured here?

Check out the guidelines below and apply today.

Contact Danette Richards at 251-431-8652 or email [drichards@mobilechamber.com](mailto:drichards@mobilechamber.com).

- Must be a Mobile Area Chamber member for one year
- Have 100 or fewer employees
- In business at least two years
- Apparent solid financial base
- Considered successful by peers
- Sales growth/ profit growth/ expanding number of employees
- Outstanding public service contribution
- Must be a “for profit” company
- Locally-owned franchises are eligible
- Headquartered in Mobile, Baldwin or Washington counties.