

THE BLOOMIN' TEXAN

April 2009





Jim and Martha Parks, owners

Bloomin' Texan Profiles

Life Member **J.B. Parks**

J.B. Parks Wholesale Florist, Dallas

By Jim Orr

PROUDLY DISPLAYED ON EITHER SIDE OF THEIR 20,000 SQ. FT. BUILDING on Ross Ave., **"FLOWERS SAY IT BEST"** is the slogan for this old line, highly successful wholesale florist in Dallas. Having been in business for almost 80 years, they continue to "lead the pack" in their efforts to successfully serve the retail florists in North East Texas with fresh cut flowers and supplies.

JIM PARKS, THE SON OF THE FOUNDER AND CURRENT OWNER, candidly speaks of how his father, J.B. Parks, Sr. and wife Tommie started the business in 1935. It was a crude beginning compared to today's methods but, he speaks of how the cut flowers arrived by rail from California and Colorado ... usually around 6 pm. Needing and wanting the best and freshest of product, retail florists would drive



Fresh cut flowers in cooler



Kelly Duncan, General Manager and Cut Flower Buyer



Extensive floral supply department



Kelly Duncan and the sales crew

in from the surrounding cities like Ft. Worth, Tyler and Wichita Falls. They anxiously awaited the train's arrival at the station to make their selections for their own next and future day sales. Sympathy flowers were the top sellers and product had to be stocked heavily in their coolers for that purpose. Otherwise, flowers were delivered for only a short distance to North, East & South Dallas and then out of town by the bus lines. Fortunately, they now serve the retailers with a fleet of sixteen delivery trucks and service all of Northeast and Central Texas.

JIM SAYS "HE IS AMAZED AT THE DIFFERENCE IN THE QUALITY OF FLORAL PRODUCT FROM THEN AND NOW". Originally, trucking wasn't very dependable and temperature fluctuations were un-



Bobbie Black-LaPointe, Office Manager for 8 years "best time of my life"



"Sponge" Bob behind the 8 ball during the holidays



Fresh cut flowers in cooler



Martha Parks and Bob Swofford (long-time employee) showing the extensive line of fresh product



Large selection of glass in stock



"All in a days work" for Kelly and the phone crew

controllable which oft times resulted in poor product. Today, we have much more reliable transportation, well controlled temperatures and a larger variety of product which ships very well. Not only from the grower to the wholesaler but, from the wholesaler on to the retailer. The store has a "no minimum" order policy!

J.B. PARKS WAS ONE OF THE FIRST WHOLESALERS IN THE DALLAS AREA TO IMPORT CARNATIONS FROM SOUTH AMERICA. They found them to be long lasting and to have overall superior quality from those grown domestically. They were the exclusive distributor for Sunburst Carnations. They continually strive to bring new and different varieties of flowers from growers worldwide to satisfy their customers' expectations. He welcomes good competition and says it's good for business. "It keeps you on your toes!!" Unlike other parts of the country, he enjoys a good relationship with other wholesale florists in the area.

JIM PARKS WAS BORN IN 1947 AND GRADUATED FROM NORTH TEXAS STATE UNIVERSITY IN 1969. He and Martha were married in 1971 and have two grown children, James III and Valerie both being attorneys in the Dallas area. They have a 1 year old grandchild. Martha occasionally helps out with office work and creates the supply specials. The Parks also own and operate Hopkins Wholesale Florist in Ft. Worth.

HE HAS A PASSIONATE COMMITMENT TO OUR FLORAL INDUSTRY. He has served on the boards of SAF, WF&FSA, Promoflora and TSFA. He is a strong supporter of TSFA and excitedly encourages all florists to join and get involved in the industry through our association. He understands the importance and benefits of coming together as a group to solve problems, share our concerns and increase communications within our industry and with government agencies. Jim is a "life member" of TSFA and recalls with exuberant laughter, childhood memories of family vacations shared at our TSFA state conventions in years gone by. From that, several life long friendships were developed through that bonding with many of the finest floral families in Texas.

J.B. PARKS WHOLESALE FLORIST CURRENTLY HAS 34 ENTHUSIASTIC EMPLOYEES (MOST OF WHICH ARE LONG TIME), 16 delivery vans and with an abundance of product, they are a leader in the industry and serve it well. Kelly Duncan is the general manager and cut flower buyer. She's full of energy and eager to serve the customer. Bobbie Black-LaPointe is the office manager for 8 years and says "it's the best time of my life".

"FLOWERS SAY IT BEST" and in North Texas, satisfied retail florists agree that J.B. PARKS WHOLESALE FLORIST proudly and enthusiastically deliver the best!!!



J.B. Parks, 3510 Ross Ave., Dallas