

# Sponsor Spotlight: 4 Seasons Floral

The month of February is one of the busiest months for floral shops. Eau Claire-based 4 Seasons Floral has been advertising with us for three years and was our first sponsor. We thank them for their continued sponsorship and encourage our readers to utilize their services for all floral needs!

Tommi (pronounced Tommy) Godavish-Matson is a second-generation florist and manager of 4 Seasons. Her father, Frank Goodavish, bought the business in 1959 and changed its name to 4 Seasons. He raised seven kids and put them all through college through the florist shop.

Tommi joined the family business to continue her father's legacy. She had worked with her dad through high school and college. After graduating, she managed various retail stores but tired of working for big corporations and not seeing the returns for her 60-hour work week. When Tommi and her husband married in 1992, they decided Eau Claire would be a nice place to raise a family. She could work in retail, the same type of work, but working for herself and her family would be much more rewarding. Tommi at-

tended Floral Design School in Chicago and worked for Forth Floral in Rhinelander for additional experience. Tommi and her husband moved to Eau Claire in 1996.

Along with Tommi's appreciation for the family legacy, she paid special tribute to longtime employee, Dale Erickson, who was like family.

(Dale passed away five years ago.) He came with the shop when Frank purchased it 50 years ago and was a very large part of the business..

What Tommi enjoys the most about the floral business is that flowers can express so many things and make

people smile, even on a sad occasion. Said Tommi, "I'll never forget the first time I sent flowers to my husband at work for his birthday. Our delivery person delivered them during the middle of his work day. My husband called me shortly thereafter, thanked me and told me how special it made him feel to get the flowers at work (even though he was a guy). Everyone then knew it was his birthday and made his day even more special."

Tommi feels that their 50 years of experience sets 4 Seasons apart from other florists. "We know how to care for flowers so they are longer lasting for the customer.

We know the importance of having flowers delivered on time. We can do a multitude of styles of arrangements to create the floral gift you want to give. If you have a friend who likes carnations, we can do that, and if another likes orchids, willow and lots of different greens, we can do that, too.

Advice from Tommi when ordering flowers:

- Don't be afraid to tell us what you want.
- Give some lead time when ordering something special, so the freshest flowers are available for your order. Flowers are perishables. While 4 Seasons might not have everything on hand, they'll be happy to get it, and you know it will be fresh.
- It's usually never too late to get flowers delivered—that's the best thing about them. You can stay at home or work and do your shopping with one phone call.
- And PLEASE, if you are ever unhappy or disappointed with your purchase, give us a chance to make it right.

*4 Seasons Florist  
117 W. Grand Ave.  
Eau Claire, WI 54703  
715-834-2017 or 800-657-4654  
customerservice@e4seasons.com  
www.e4seasons.com  
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