

Meet Greg Pierce, Co-Owner at Janda Florist

Jim Ries: Hello and welcome to Java with Jim. I'm Jim Ries, Director of Business Development at Offit Kurman. Joined here today with my good old friend, Greg Pierce, co-owner at Janda Florist. Greg, how are you today?

Greg Pierce: I'm doing great, Jim. I still gotta find that hat somewhere.

I need a little more crop cover up in the top myself. So I enjoy watching you with that thing and

Jim Ries: Don't look too hard.

Greg Pierce: thanks for having me on.

Jim Ries: Don't look too hard. I consider this a one of a kind. Thanks great to see you today, Greg. So, Greg, tell us about Janda Florist. What do you do there and what makes your business different from other businesses within the same industry?

Greg Pierce: So, it's an interesting story. First of all, it's not like my wife Ellen, and I needed another business in our lives. But as that saying goes success lies at the intersection of preparedness and opportunity. We've been long time shoppers and fans of Janda. And I was in the [00:01:00] store one day and made a, just an offhand comment that, we shop there so much, we should probably just buy the place.

And a few weeks later, the owners called us and we met, we started talking and ultimately it was a great, turned out to be a great fit for us personally as well as a business opportunity. And we purchased it in July of last year. 2025. It's rare when you have the opportunity to acquire a business that isn't just successful, but is also really an institution in the community.

Janda has been in business since 1976. It's had several locations in Baltimore City and we're now in Cockeysville. It's got a great reputation. Our service is great. Our gifts, our flowers our products are all, great quality. And it's been a family owned business since it was founded 50 years ago.

So I feel like we're just stewards of it. We're the third family owners and, we're just committed to keeping things going, hopefully for the next 50 years or as long [00:02:00] as we can. In terms of what we're doing, we're still engaged heavily in the day-to-day operations of other businesses that we're involved in.

But we're really just focusing on the strategic growth the strategic direction of Janda. The retail business, as many know, can be a fickle one. There's a lot of factors. We're finding out weather economic conditions, global supply chains, government regulations. So many things are out of our control.

But Ellen and I are relying on our experiences in business and marketing and finance to really help us guide the ship.

Jim Ries: Got it. Congrats on the new business. So you're less than a year old. As far as you and Ellen as owners when it comes to Janda Florist, what are you most proud of?

Greg Pierce: There's a lot. Our reputation, our history but really first our customers are just incredible. They're loyal. [00:03:00] They know to expect a great experience when they come in. In fact, we have people that come in. We have guests that come in, they don't even buy anything.

They just take in the wonderful sights and smells of the store and it, just brightens their day. Secondly, we have an amazing team that really run the day-to-day operations. We couldn't do it without 'em. Donna, Beth, and our salespeople, they probably know 80% of our customers and our designers as we've gotten to know what their preferences are, the types of flowers they like, colors they like, and our drivers do thousands of deliveries every year. Even our bookkeeper, they all work together to make sure that the customers are happy with their entire experience. It's interesting, but because of the nature of the flower and gift business, we do get to learn a lot about our customers, and there are thousands of them.

We're with them at all points through their lives, from the birth of a baby to birthdays, to anniversaries, to weddings, [00:04:00] proms, and sadly, when they lose a loved one. And for many we're part of where they work and their businesses, their churches, their schools too. So we really feel like, we're part of their family just like they're a part of ours.

Jim Ries: Yeah. Well, I'm sure you've got lots of plans for the coming future. But what are the next six months look like for you and Janda Florist?

Greg Pierce: Well, the big thing for us is we're looking forward to celebrating the 50th anniversary of Janda. We're planning a lot of special things.

It'll be fun to share everything with our old friends and our new friends alike. We have a lot of new products that have come in and are coming in. We have a lot of new in-store events planned to really just build engagement and it's really an exciting time for sure.

Jim Ries: Yeah. We got a few minutes. Can you give us an idea of what a tour of that store looks like? 'cause I wanna make sure people know that it's more [00:05:00] than just a florist shop. 'Cause as you explained to me, there's giftable, there's really cool stuff. So can you take a minute and give us a quick tour of what someone might find in your store?

Greg Pierce: Absolutely. I've talked to so many people that just know us as a florist. They've ordered online or they've called for deliveries, but they haven't really come into the store. We have a 2000 square foot retail space. And we have thousands of items from, silk flowers and garden stuff to candles, baby gifts.

We've got candies, we have teas, we have food products, kitchen items, books, home decor. I'm starting to bring in some things that men would be interested in, for gifts and things like that. But we're on York Road. It's a great location in Cockeysville.

We're next to Vito's Restaurant, Town Tavern, Bethany's Bakery, a bank, a dry cleaner and a ladies' clothing store. So it's a real one-stop shop.

Jim Ries: Great. All right. Here's the fun part, [00:06:00] Greg. What do most people watching this video not know about you?

Greg Pierce: These are always awkward questions. Well, most people know me from Sparks Marketing Communications or some of the organizations that I've been involved in.

I've been fortunate to have had a lot of experiences in my life and of course Ellen and I are blessed with an amazing family that supports us through all this. Probably the thing that is maybe, I don't know if it's interesting, but I've been playing guitar since I was three. I have a picture of me with my first guitar and, for the next 18 years I wanted to be a rock star.

I did get to do it for a living for four or five years, and I still play, for fun and all that kind of stuff. But, I Guess Paul McCartney's, what, 83 years old, so maybe there still is a chance. Who knows?

Jim Ries: Love that. Well, thanks for sharing that with us. Appreciate it, Greg. Thanks for spending time with us today.

I can't wait for our viewers to hear all about this. Congrats [00:07:00] to you and Ellen and the new store, and I know I'll see you soon.

Greg Pierce: Thanks to you, Jim, I appreciate it. And keep Doing what you're doing.

Jim Ries: You betcha. See ya.

Greg Pierce: Bye. Bye.

Jim Ries: Bye.