

Meet Greg Pierce

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By Jim Ries and Greg Pierce

Jim Ries interviews Greg Pierce, co-owner of Janda Florist, about how he and his wife Ellen unexpectedly acquired the longtime business in July 2025 after being loyal customers. Greg explains that Janda is a community institution with a strong reputation for quality flowers, gifts, and service. They see themselves as stewards as the third family owners. He highlights pride in loyal customers and an experienced team that handles day-to-day operations. Greg previews plans for Janda's 50th anniversary, new products, and in-store events, describes the 2,000-square-foot shop's wide range of gift items beyond flowers. An interesting fact about Greg is that he has played guitar since age three and once made a living as a musician.