

Every day is daisy-fresh for longtime Libertyville florist

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To Sandi Snell, there's no business like the flower business.

She has been at it for 40 years and is still finding it daisy-fresh every day when she opens the shop.

"I wouldn't want to do anything else. There's something different every day. No two flowers are alike," said Snell, owner of Sandi's Florist, 215 E. Park Ave. in Libertyville.

She is marking her 25th year as owner, but she has worked in the industry for 40 years.

Snell, born in Waukegan and who attended Warren Township High School, worked for her aunt and uncle, who owned and operated Proctor's Floral in Libertyville in 1967.

"I was the gofer -- I did everything -- sales and design," recalls the entrepreneur, who honed her skills as a floral designer and later became the store manager.

To better herself, in 1969 she went to the American Floral Arts School in Chicago where she became a member of the Young Owner-Manager Group. She taught floral design at the College of Lake County, where she also studied business and accounting.

Always wanting to have her own business, Snell eventually opened Sandi's Cottage Florist at 114 E. Cook Road in Libertyville on Oct. 1, 1982.

In 1988, she bought Proctor's, merged it with her own business and opened Sandi's Florist on Park Avenue.

The store offers full floral service, including a fresh daily supply of cut flowers, blooming and green plants, as well as silk flowers. With four employees, she custom-designs for weddings and other special events. As a member of Florists Transworld Delivery (FTD), she can send flowers worldwide. She served on the boards of both FTD and Teleflora, another medium through which flowers can be sent overseas.

"I've a large clientele with many repeat customers," said Snell, attributing her success to hard work and good service. Her husband, David Serdar, is in a maintenance business.

For her 25th anniversary, she is planning a party around Thanksgiving with a buffet for customers, friends and associates.



Sandi Snell, owner of Sandi's Florist in Libertyville, has been a florist for 40 years and initially worked for her aunt and uncle at Proctor's Floral in Libertyville, which she bought in 1988 and merged with her business at 215 E. Park Ave. (Sarah Nader/News-Sun)