



MEDIA RELEASE

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Mayor Jacobs Small Business Series Focuses on Petal Pushers Floral Design

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviewed Nikki Armbrust, owner of Petal Pushers Floral Design, as part of his small business series. The West Knoxville business is a full-service flower shop offering sought-after flowers and locally sourced specialty products.

Mayor Jacobs' bi-weekly small business series is comprised of video interviews airing on Wednesdays on the county and Mayor's various social media platforms. The discussions offer folks the opportunity to talk about what they do; highlight their work; and share any plans for the future.

"It's my ministry," said Armbrust. "Our motto is changing lives one flower at a time. My shop is kind of a meeting place. People come in just to get encouraged and I'm actually from West Knoxville so it's pretty cool that I could start this in my community."

Armbrust, at age 22, opened her first business, a beauty supply shop. She later co-owned a furniture store. Her experiences would prove valuable in the years ahead. A portrait artist by trade, Armbrust took on part-time work in a local floral department to get out of her studio. After five years she was inspired to take on the challenge of opening her own flower store. Still in business after three years, Armbrust hopes her entrepreneurial success can inspire others to go after their own dreams as well.

"I've encouraged other people who haven't legitimized their business to do it. I mean I started this with \$300 dollars and a prayer and God said, 'I have you,' and so people need to be encouraged," said Armbrust.

The Mayor and Armbrust also discussed how her former business ventures impacted her and why her style of arrangements distinguishes her work in the floral industry. Additionally, they highlight how operating a business in East Tennessee is different from anywhere else.

To hear more of what was said during the interview, check out the [video](#).

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