



Contact: C. Jones Hooks, President & CEO  
Hampton Roads Economic Development Alliance  
757.664.2620  
[www.hreda.com](http://www.hreda.com)

Contact: Steven L. Lynch, Director Economic Development  
City of Portsmouth  
757.393-8804  
[www.portsmouthvaed.com](http://www.portsmouthvaed.com)

Contact: Clay Sieck, President  
Claymore Sieck Wholesale Florist  
410.685.4660  
[www.sieck.com](http://www.sieck.com)

## NEWS RELEASE

For Immediate Release  
February 13, 2006

### **Wholesale Florist Company Plants Roots in Hampton Roads**

Virginia's Hampton Roads - The Hampton Roads Economic Development Alliance (HREDA) announced today The Sieck Company, a regional wholesale florist, has expanded its Richmond operation and will open a facility in Hampton Roads. Corporately, the company provides fresh-cut flowers, supplies and plants to retailers all around the country. The Hampton Roads location will service retail stores from the Maryland border south to the Carolinas.

John Konrad, President, Claymore Sieck Wholesale Florist of Virginia, said the company has always discussed opening a facility in Hampton Roads. "The Richmond office runs trucks to Hampton Roads daily, and this expansion will save money and increase regional productivity. In addition, we have always been impressed with this area. Logistically, this new site could allow us to double the business we've been doing in Hampton Roads." Konrad added the flower market has always been big in the region, generating about ten million dollars in wholesale business annually.

According to Dr. James W. Holley III, Mayor, Portsmouth, "The City is proud to be the new host of the expanding operations of The Sieck Company. A wholesale florist is a perfect reuse and will bring new life to the facility and the entire Hodges Manor Area. It is always a pleasure to see when the collaboration between the Alliance and our Economic Development Department results in a new business joining the Portsmouth family."

Interest in this move was initially generated from a meeting between the Virginia Economic Development Partnership (VEDP) and Mr. Claymore Sieck during a trip to the company's Baltimore, MD headquarters. "This state and regional cooperation is a strong way to begin 2006. We look forward to continuing to work closely with the VEDP in highlighting Hampton Roads as a premiere Virginia location for business and in attracting many more companies to our region," noted HREDA Chairman Franklin Bowers.

The Sieck Company began distribution January 16 from a temporary location in Norfolk. It has recently gotten zoning approval and closed on a permanent 18,000 square foot building in Portsmouth at 1050 Hodges Ferry Road. The company plans to begin distribution from the Portsmouth location in March.

###

Avenues for  
**INNOVATION**  
& Imagination