

FROM ROOTS TO FLOWERS



BIO - ARMANDO SOTO

EVEN AS A KID, I WANTED TO BE A BUSINESS OWNER. WHICH TYPE OF BUSINESS? I WASN'T SURE. BUT I HAD TIME TO FIGURE THAT OUT. AS I GREW OLDER, I BEGAN CULTIVATING A LOVE FOR PLANTS. IT WAS A HOBBY. SOMETHING I GAVE TO MY FAMILY AND FRIENDS. I NEVER THOUGHT IT WOULD TURN INTO ANYTHING MORE. ONE DAY THE PHONE RANG. IT WAS SOMEONE FROM THE MARICOPA COUNTY HOME SHOW. IN FACT, IT WAS ONE OF THE MANAGER OF THE SHOW. "SHE TOLD ME HER NAME WAS SUSAN, AND SHE ASKED IF I WANTED TO BE A VENDOR AT THE SHOW," I RECALL. "I DIDN'T EVEN KNOW WHAT A VENDOR WAS. HONESTLY, I THOUGHT IT WAS A PRANK. LUCKILY, SHE CONVINCED ME OTHERWISE." AFTER SOURCING MATERIALS, GETTING ALL THE PAPERWORK IN ORDER AND PREPPING MY PLANTS, I HEADED OFF FOR THE SHOW. NATURALLY, AND BY GOD'S GRACE I CAUGHT THE ATTENTION OF THE OTHER PARTICIPANTS. THE ORGANIZERS ASKED IF I COULD BE INTERVIEWED AND EVEN INVITED ME TO BE IN A COMMERCIAL FOR THE SHOW. AS I REVELED IN MY FIRST TASTE OF SUCCESS, I REALIZED THIS WAS THE CATALYST I NEEDED TO TURN MY CHILDHOOD DREAM INTO A REALITY. SINCE THEN, I HAVE NOT STOPPED, AND I HAVE TAKEN MY BUSINESS ACROSS ARIZONA. ALONG THE WAY, I HAVE LEARNED VALUABLE LESSONS AND I HAVE HELPED GET A FEW MARKETS START FROM THE GROUND UP, I CAN'T IMAGINE WHAT PATH MY LIFE WOULD HAVE TAKEN IF I HADN'T ANSWERED THAT FIRST CALL FROM A WOMAN I DIDN'T KNOW. I AM ETERNALLY GRATEFUL.

SPECIALTIES

MY TWIN BROTHER RAMON AND I HAVE BEEN IN THE WEDDING INDUSTRY FOR OVER 5 YEARS. ALONG WITH THIS, I HAVE ALSO COLLABORATED WITH A FEW LOCAL RESTAURANTS AND COFFEE SHOPS AND HAVE CREATED LARGE-SCALE INSTALLATIONS WITH BOTH PLANTS AND FLOWERS. REGARDING SEASONAL DÉCOR, I ALSO PARTNERED WITH LOCAL BUSINESSES THROUGHOUT MY YEARS IN WILL CONTINUE TO HELP ENHANCE SPACES FOR THEIR BEAUTIFUL BUSINESSES.

SERVICE AREAS

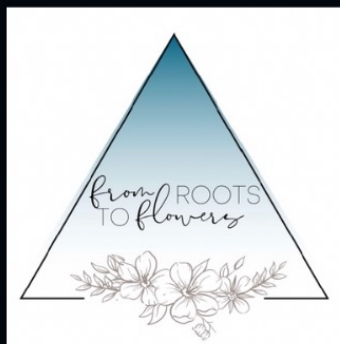
I/WE PROVIDE SERVICES IN THE METRO PHOENIX AREAS AND THROUGHOUT THE EAST VALLEY. HOWEVER, WE HAVE DONE BUSINESS ALL OVER THE STATE OF ARIZONA.

WHAT ARE YOU DOING AT THE SHOW?

COMPETING IN THE FLORAL FACE-OFF DESIGN #9 TITLED **CULTIVATE—A TRIBUTE TO NANA CHABELA** & BATTLE OF THE BOUQUETS LIVE! CONTESTANT ON SATURDAY AT 1:30PM



MARICOPA COUNTY
**HOME
& FLOWER
SHOW**



AZFROMROOTSTOFLOWERS