

# PROFILES

Send ideas to: The Jewish State, Suite 12A, 326 Route 22 West, Green Brook, NJ 08812 • 732/968-4567 • fax 732/968-4533 • email news@elipubs.com.

## AT WORK

### Libby Barsky

SPECIAL TO THE JEWISH STATE

**Name:** Let's Bloom Together

**Type of business:** A gardening program for youngsters ages 3-10 in group instruction or as a birthday party

**Address:** P.O. Box 1234, Morristown

**Telephone:** (973) 270-0102

**Web site:** www.letsbloomtogether.com

**Number of employees:** 1

**Founded:** February 2008

**Top officer:** Michael Bedrick

#### *How would you describe your business?*

"Let's Bloom Together is a gardening program designed to make learning about plants and flowers fun and interesting for children. It's a gardening and enrichment program that is a lot deeper than just gardening. The themes of responsibility, sustainability, and community are woven throughout all the lessons. Sessions also include all the core subject matter that schools are required to teach like science, math, history, astronomy are in the program."

#### *What makes your business special?*

"It's a unique approach to gardening and I do everything — it's me. I believe that gardening is fun and children learn best when they are having fun.

"I have over 30 lessons. Every class provides a hands-on activity, when we are learning about gardening — whether it's the tools we use or whether it's about differ-

ent flowers, herbs, or vegetables. They take something home with them and mostly they take home something they worked on. Besides offering sessions for summer camp, I also bring gardening classes into schools as part of their science program. I also bring my materials to a birthday party of for children 3-8 — go over the history of the wheelbarrow, give the children wheelbarrow rides and then have them involved in our hands-on project. Every child will leave with their own flower. The party will go from 45 minutes to an hour-and-a-half depending upon the number of children. I've had parties with 40 children attending. I just love the kids."

#### *What goals do you have for your business?*

"The goal to my program is to introduce people to gardening because it's always been a source of joy and relaxation for me. The proof is in — there are studies that show gardening helps children's behavioral issues and helps them learn at a higher level. It helps them take the classroom material and put it to real world use in a positive way that will help society."

#### *How has your business changed?*

"The only way it's changed is that some of the content has changed. I've added more classes and events for the children to participate in, but otherwise it's stayed the same fun activity."

#### *What was your most important deal?*

"Leaving the world of corporate sales and starting my own business was the most important thing I did. After years of my previous job, I wondered what I'd do with my life. I've thought about this for a long time. To do this I've gotten a lot of support from my family, and many people who I respect

told me to go for it. And finally one day, when I really didn't want to go to work to continue what I was doing, I made the decision to start my business."

#### *What changes do you expect in your business in the next 10 years?*

"I do expect changes but I don't know what they will be. Things are being worked on now, but I can't talk about them."

#### *What is the most important thing you've learned in your business?*

"That I love what I do and I will be doing this the rest of my life. I look forward to it. Working with the children is so rewarding. No matter how much I did for customers or how well I did in corporate sales no one gave me the sincere thank you that I get from parents that I get now, for working with these children. Parents come up to me thanking me for getting their children involved in the earth and learning about recycling and the needs of plants and growing them."

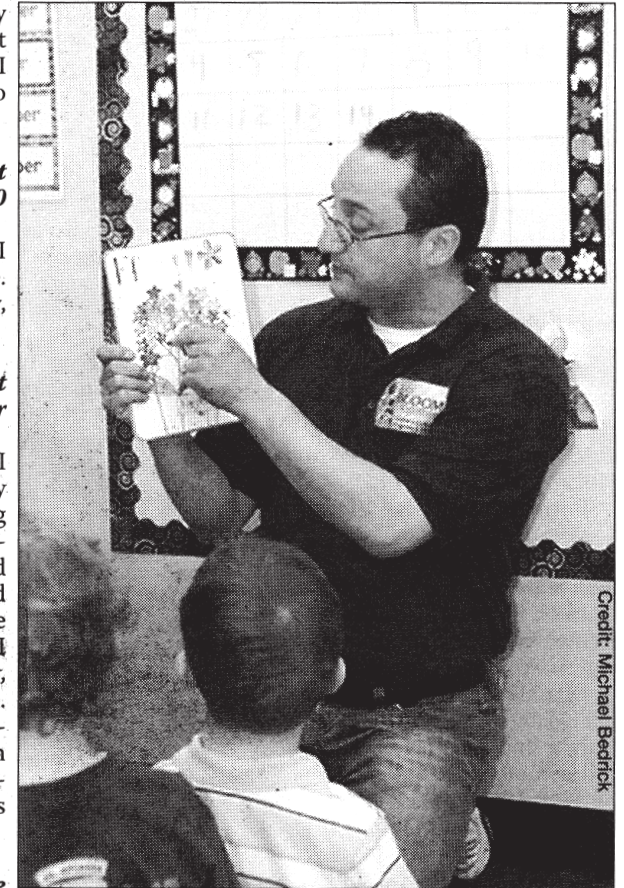
#### *What advice would you give to someone considering your line of work?*

"If they want to start their own business, make sure they love to do it. If you love it, it'll work out in any way."

#### *Is there anything else you would rather be doing?*

"No. Work-wise, I love it."

## Let's Bloom Together



Michael Bedrick working with kids at Let's Bloom Together.

At Work profiles businesses serving the Jewish communities of New Jersey. To suggest a business for a profile, write to: At Work c/o The Jewish State, Suite 12A, 326 Route 22 West, Green Brook, NJ 08812. Or contact us by phone: (732) 968-4567; fax: (732) 968-4533; or email: news@elipubs.com.