



As featured in



Michelle HEADRICK

Owner of Image Floral & Event Design

BY LINDSEY EVENSON • PHOTO BY DANIELLE PETERSON

Who would have thought that a junior high school job tying fishing flies would turn into a blooming floral business? "I've always had an aptitude for doing things with my hands," says Michelle Headrick, owner of Image Floral and Event Design. While growing up in Stayton, Headrick volunteered at a local flower shop; she put herself through college by working as a commercial fly-tyer.

Headrick attended Western Oregon University and majored in English and speech. After college, she found work in marketing and advertising, eventually starting her own marketing business.

But even though she'd moved on, small towns have a way of remembering. In 1992, one of Headrick's friends was catering a wedding and found out the florist had the flu.

"Didn't you say you helped out a florist in high school?" asked the friend. Headrick stepped in, pulled flowers from their boxes and built a beautiful wedding.

"The caterer liked what I did," says Headrick, "so I worked with her on other weddings and in 1994 I did my first bridal show. It's been fabulous and crazy ever since!"

Headrick says she enjoys placing a flower order, getting a big cardboard box of tangled roses and fashioning them into beautiful bouquets.

"I love when I'm working with a bride," says Headrick, "and we are talking, looking at color swatches and coming up with a vision. Then I show up and she says, 'It's even better than I thought it would be.' Just knowing that I can make or break the bride's day is a lot of pressure, but it's exciting. And when she has tears in her eyes, smiles and hugs me, it's very satisfying."

At Image Floral, Headrick spends winters mostly on marketing. The busiest wedding months are May through October.

"It's crazy busy," says Headrick. "But sleep is optional, and there's always Rock Star!"



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