

# 1ST IMPRESSIONS –TEN YEARS OF MAKING GREAT FLORAL FIRST IMPRESSIONS



Photo by JJ Jones

Front Row: Mark Cunningham (L) Deborah Cunningham (C) & Mary Hale  
**1st Impressions Gift Baskets, Flowers & Balloon Bouquets**  
**(910) 764-1877**

By Val Jones - [www.fayettevillepress.com](http://www.fayettevillepress.com)

We have always heard that it is so important to make good first impressions. Perhaps that is why Deborah Cunningham puts so much work and care into her business.

Since September 11, 2001, Deborah P. Cunningham has been the sole proprietor of *1st Impressions Inc.* – specializing in designing gift baskets, flowers of distinction and balloon bouquets. On December 3, 2011 she and her staff celebrated a ten year milestone with the dedication ceremony and open house of their new facility

located at 3809 Raeford Rd, behind Cunningham & Sons Mortuary.

Ten years ago, Deborah acquired the business from a friend who wanted to sell her business in order to pursue her civil service career. She soon discovered what a great asset the floral aspect was to her family business of Cunningham & Sons Mortuary. So, she diligently grew her business, learning the art of making baskets through trial and error and reading various periodicals.

Though Deborah has a great love for gardening and quite familiar with beautiful flowers and plants, she admits she initially didn't know much about designing floral arrangements. Properly making the bow to her own expectations was not an easy task. So she would outsource her work, making up baskets and lining them up for someone else in the shop to create the bow.

In addition, she was blessed with the acquaintance of Gretchen Johnson, a designer with over 30 years of experience who taught her the floral business. Deborah learned selecting, purchasing and the care of flowers, along with the readiness for each season associated with the business.

Deborah Cunningham's business is an extension of her faith in GOD and says the glory of her success belongs to GOD. The influx of new residents moving into the area with greater disposable income presents an opportunity for growth in Fayetteville. "The past several years has been a time of building loyal clientele and breaking into the market," says Deborah. "There is a lot of competition from discount chains, online marketing and non-proprietary vendors. However, we are blessed and continue to flourish."

*1st Impressions* employs Deborah Cunningham (owner), Roberta Thomas (Manager, Florist), Ron McBee (Highline Designer), Linda Ingram (Designer), and Minnie Fuller (Florist). Their mission is to develop and nurture relationships with customers (local and long distance) and to meet their needs by providing courteous professional service and quality products – including floral services for weddings, parties and events. In other words, *1st Impressions'* goal is to make a great first impression every time.

Ten years later, Deborah Cunningham and her staff continue to do just that. Stop by or call *1st Impressions* today and take advantage of the seasonal specials. Going on now is a clearance sale of summer/spring line of items. Plus, they liquidate off season merchandise.

*1st Impressions* is located behind Cunningham & Sons Mortuary at 3809 Raeford Rd, Fayetteville, NC 28304. Hours of operation M-F 10am-6pm Sat 10-3pm. Come by, fax (910) 764-1878 or phone at (910) 764-1877. Or visit the web site: [www.firstimpressionsfayetteville.com](http://www.firstimpressionsfayetteville.com)

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**Order of Service**  
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**New Salem Baptist Church**  
 4006 Murchison Road  
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VAN TRANSPORTATION AVAILABLE  
 PLEASE CALL FOR ASSISTANCE

*Following Gods Path*  
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## May Your Days Be...

*... Merry*  
 PWC wishes you a very happy holiday season and a healthy and prosperous New Year. Each year at this time, we offer some special reminders to keep you safe – and to let you know how you can help those in need... and how to recycle your Christmas trees.

*... Bright*  
 Remember "safety" as you're hanging those beautiful lights and decorating for the holidays. Following are some important tips:

- Make sure all lights and decorations have the UL seal – and be sure anything electrical put outdoors is labeled for outdoor use
- Don't handle lights while they're plugged in
- Don't string too many lights together or overload sockets
- Never use cords that are frayed or damaged
- Don't run extension cords in traffic paths or over metal
- Keep trees watered
- Make sure lights aren't touching paper or metal
- Keep electrical decorations away from water
- Miniature lights are safer – and, they use less power
- When using a ladder, keep it away from power lines
- Always unplug lights when you leave home or go to bed

*... Warm*  
 Your contributions to *Project: People Who Care* help local families in need pay their utility bills – keeping them warm in winter (and cool in summer). PWC customers can add their donation to their PWC bill payment, noting the amount in the space provided. PWC bank draft customers should call 223-4134. Others can send donations to: Project: P.W.C. • P.O. Box 7000 • Fayetteville, NC 28302

*... and Green*  
 The tree you've enjoyed all holiday season can help forever "green" the Cape Fear Botanical Garden. Through the Grinding of the Greens, PWC, Progress Energy and The City of Fayetteville partner to recycle trees as much for the Garden's beds and paths. If you live in the City, just put your tree out for pick-up by the morning of Jan. 9<sup>th</sup>. Or take your tree to the Cape Fear Botanical Garden no later than Saturday, Jan. 14<sup>th</sup>, by 8:00 a.m.

[www.faypwc.com](http://www.faypwc.com)