

Pride of Workmanship Award 2022

Lucy-Jade Folkard

It gives me great pleasure to read this citation for Lucy-Jade Folkard.

Lucy is a trained florist who started her career at a florist in Wahroonga. She was there for a few years before coming to work at Dural Farm and Florist 16 years ago. The owner and proprietor Linda Pellizzer said that as soon as Lucy walked through the door & she met her, she knew Lucy was the right person to represent Dural Flower Farm. Linda said that Lucy's strengths are her skill and common sense in the day to day running of our shop as well as exceptional customer service. She calls Lucy not only a treasured employee but a true family member.

Just like Linda's glowing comments, I've nominated Lucy for this award because of the exceptional service she provides to her customers, colleagues and the local community. I love flowers and one of my greatest joys is giving flowers to mark special occasions or just because they make people feel good or valued and appreciated. Finding a florist who's reliable, affordable and puts extra love and attention to detail into their arrangements isn't easy. But that's exactly what Lucy does. Nothing is ever too much trouble for Lucy. You walk in the door of the farmhouse that is the florist shop and you're immediately greeted by Lucy's beaming and infectious smile, her enthusiasm to help you get exactly the bouquet or arrangement you're looking for, all the while taking an interest in you and your day and how you are faring. On more than one occasion Lucy has saved my bacon when I was running late in ordering flowers for a work function the next day. Even at 4.50pm when the shop closes in 10 minutes, Lucy is there sorting things out, taking the order over the phone and arranging for the arrangement to be stashed in a location for you to pick up after the store closes. And then, being the ever-diligent employee she is, she rings to check that you got it and were happy with the outcome. Now that's service – good old fashioned and genuine commitment to the customer.

In thinking about Rotary's 4 Way Test:

1. Is it the TRUTH?
2. Is it FAIR to All Concerned?
3. Will it Build GOODWILL and Better Friendships?
4. Will it Be BENEFICIAL to All Concerned?

I feel confident that these values are deeply engrained in Lucy's workmanship and in the ethos that underpins the company she works for and the services they provide.

Lucy is a genuinely worthy recipient of our Pride of Workmanship award - an award that gives recognition to employees and business owners where it is considered due. She is a shining example of the exceptional pride employees take in their jobs and someone who embodies the Rotary philosophy of service above self.