

Men and Zen: it's a winning combination.



Picture Perfect
TFWEB378



Wishing You Luck
TFWEB380



Zen Protea
TFWEB382



Orchid Light
TFWEB392

Two of the categories that seem to be growing in popularity for many florists are flowers for men and floral arrangements with a cool, clean, "Zen" look. And guess what? The categories converge. Florists who offer "Zen" bouquets find that if someone is shopping for a man, this is what they will buy.

Always on the alert for ideas that can bring more orders to Teleflora member shops, the creative team that comes up with arrangements for Teleflora.com has created a new line called "For Men" that includes several Zen-inspired floral gifts. Shown here are just a few examples;

check out the whole collection on-line! The launch was timed to give customers, and florists, in plenty of time to consider these appealing options for Father's Day. However, the new line will likely be popular year-round, since it offers appealing options that are especially suitable for corporate or any non-romantic gifts, from food baskets to graceful potted plants and long-lasting bouquets of exotics.

As always, recipes for these designs are available on MyTeleflora.com. Simply go to the Market Your Business section and click on the Recipes tab. 🌿

myteleflora news

APRIL 2008

More exciting news about America's Favorite Mom!

Here at Teleflora headquarters, our team has been working hard to ensure the success of America's Favorite Mom, the biggest event to ever hit the floral industry. I am thrilled to announce that Donny and Marie Osmond will be our hosts for the primetime television special! As teen-agers in the '70s, they were America's television sweethearts. Marie was a little bit country and Donny was a little bit rock-and-roll. Now, Donny, the father of five, and Marie, mother of eight, will help us pay tribute to mothers across the country.

With less than two months away from the show's airdate, I know you have been busy preparing your shops. Last month, you received our America's Favorite Mom marketing kit, which included nomination posters, buttons, aprons, hats and a counter display with a tear pad. This kit was specifically designed as a tool to drive customers into your shops by helping you raise awareness in your local communities about the program and our exclusive Teleflora products such as the America's Favorite Mom Bouquet. We challenged you to create amazing

displays in your shops and send us pictures. And we told you about our "secret shoppers," who would be conducting surprise visits to your shops to hand out \$100 American Express® gift cards for outstanding displays. In addition, we asked for your help in promoting the program in your local communities. When we started this challenge, we had no idea how great the results would be!

Georgia White, owner of Best Flowers in Boise, Idaho, was recently awarded one of the first "secret shopper" certificates for her outstanding, creative efforts. Georgia, a second-generation florist who has owned her shop for over 14 years, did an incredible job decorating with all of our materials and even added her own personal touch with pink ribbon and pink floral arrangements. We just couldn't let it go unnoticed. From what I understand, Georgia also visited each of the schools in the greater Boise area and distributed entry forms to the kids as a way to encourage nominations. The response from teachers and students has been overwhelming—submitting a

nomination in honor of mom has even become a homework assignment!

From our marketing counselors' visits to your shops, I have also learned that some of you are conducting your own America's Favorite Mom promotions by running ads in the local chamber of commerce newsletters and partnering with local high schools. Some of you are even negotiating co-advertising opportunities with other merchants in your area and teaming up to offer additional prizes to semi-finalists and the top winning mom.

America's Favorite Mom will be a success because of your involvement, and I am blown away by your efforts to educate your local community about this exciting program. I look forward to hearing more stories about your efforts to make this the best Mother's Day celebration the floral industry has ever seen. 🌿

Shawn Weidmann
is President of Teleflora.



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faces & places

Delighted in Denver



From Ecuador (his native country) to Venezuela (where he acquired his skills in floral design) to Small Business Person of the Year in Denver, CO,

Franklin Mera has come a long way. Franklin received the award and recognition from the Denver chamber of commerce in February. His shop, **Artistic Flowers and Gifts in Denver, CO**, has served metropolitan Denver for almost ten years. Married with two children, Franklin has also been involved in the Colorado Retail Florists Association and the local Rotary Club. And as if all that wasn't enough, he teaches traditional Japanese karate!

Wow-some workshops at Phillip's



In February, employees and select guests (by invitation only) of **Phillip's Flowers in Westmont, IL** were treated to a series

of design and merchandising workshops led by renowned floral-design authority René van Rems AIFD, PFCI. Much sought after speaker and floral-design demonstrator, René has also been featured in national consumer and trade publications, including Teleflora's monthly design magazine, *Flowers&*. Phillip's Flowers operates ten retail floral locations in the Chicago area as well as an interior-plantscaping and holiday-decorating division. Founded in 1923, the company is in its third generation of family management, and provides its 200-plus employees with special training events twice a year.

Getting behind America's Favorite Mom

Oklahoma moms are among those who can expect an especially warm and exciting Mother's Day this year, if the enthusiasm



registered among these florists is any indication. These ladies wore their "Nominate Mom!" buttons at the Oklahoma City Gift Show (sponsored by the Oklahoma State Florists Association) in February. All three have also merchandised their shops using Teleflora's America's Favorite Mom marketing kits. They include (from left to right), Tiffany Cheevers of **Cheevers Flowers in Oklahoma City**, Sue Kendall of **Kendall's Flowers in Chicasha, OK**, and Mary Baker of **House of Flowers in Stillwater, OK**.

The Northeast's big event

With the energetic and vigilant Connecticut Florists' Association behind it, the Northeast Floral Expo has become one of the nation's largest and most important floral events. That includes the exposition's sizeable trade show. Teleflora is there! At this year's event, held March 1 and 2 at the Hartford, CT Convention Center, Teleflora marketing counselor Bob Hurley got a visit from Nicole Remmy, Susan Hill, and Cathy Hock of **Flowers on the Hill in Hudson, NH**. Good times!

Move over, American Idol

Last month saw the first U.S. broadcast of a reality-TV show featuring a competition among floral designers. *Making It Big* premiered on The Style Network March 5. The show, originally produced and aired in Canada, highlights the make-it-or-break-it world of a different select career in every episode; the floral-designers episode was broadcast four times March 19-22. Producers had invited



registered among these florists is any

Teleflora's Vice-President of Industry Relations Rich Salvaggio AIFD, AAF, PFCI to be one of the judges on the show, à la Simon Cowell, and the winner—Cory Lonsert AIFD—was featured in *Flowers&* magazine (July 2008) as part of his prize. Let's see if the broadcast spawns a spinoff!

Diamonds and teddy bears

Does romance get any cuter? This table is just one corner of a charming Valentine's display at **Suzie Q's Flowers in Latrobe, PA** that featured Teleflora's Diamonds and Roses sweepstakes along with the Diamonds and Roses and Diamond Cut bouquets. An eye-catching display not only sells the featured merchandise, it sells your shop's creativity and style. Nice job, Suzie Q (a.k.a. owner Susan Mears)! 🌸



Teleflora appears on The Price Is Right.

Teleflora's first of three appearances on the longest-running game show in television history, CBS's *The Price Is Right*, aired on March 10. Twelve Teleflora bouquets were featured as part of a final showcase prize package. Two contestants were shown a variety of different prizes (including a trip to Paris, a new car, a new boat, and a living room set), and they had to guess how much the whole package was worth. One person guessed correctly and won everything, including one Teleflora arrangement a month for a year! Stayed tuned for details about upcoming appearances. 🌸

technology

Let 24 Hour Flowers help you make the most of Mother's Day.

Mother's Day is coming, ready or not! One way to take a big step towards holiday readiness is with 24 Hour Flowers. Anytime you're too busy to answer the phone, a dedicated Teleflora representative will answer it and take orders for you. It's like having an extra employee at the shop! Your customers will love the fact you're always open to take their order, and you'll never lose an order to a competitor simply because your shop was closed. You'll enjoy increased sales and profits without being in the shop. You get all the benefits of 24-hour availability, but without 24-hour work days.

Teleflora member and 24 Hour Flower user Paul Trifiro of **Exotic Flowers in Cohasset, MA**, knows the value of 24 Hour Flowers during the holidays. "Our shop has used Teleflora's 24 Hour Flowers service for over two years... We initially used the service for solely after hours, but gradually we began entrusting them with our overflow calls during holiday periods. As a florist in a small town, it is important that

my customers are treated not only professionally but also by personnel that understand the industry... On several occasions customers have called the next day to compliment the level of service they received from a 24 Hour Flowers operator."

If you haven't tried 24 Hour Flowers yet, now's a great time to join. Sign up before April 25th to enjoy all the benefits of 24 Hour Flowers before Mother's Day. There's no minimum contract commitment. Plus, Teleflora will waive the monthly fee if you transfer your phone lines to Teleflora at least 15 times a month. All you pay is the nominal commission fee on any orders that are captured for your shop by 24 Hour Flowers—orders you might otherwise have missed. Gain peace of mind, additional orders, and higher profits this Mother's Day with nothing to lose!

For more information, including the latest 24 Hour Flower promotion, call 866-474-7347 today. 🌸

Log on and learn with Teleflora Technologies.

How many times have you bought a new piece of technology, capable of many great things, only to use the most basic functions? We've all done it—which is why Teleflora offers ongoing training sessions on all our point-of-sale systems. All the systems are capable of streamlining operations with improved order entry and delivery management tools, increasing sales with marketing functions, and improving the customer experience with transaction histories and easy billing

processes. Are *you* using all the capabilities of your POS to maximize sales? Teleflora Eagle, Daisy, RTI and Dove POS systems all offer free training to users on a regular basis. Eagle and Daisy users are invited to attend our monthly Tech Talks, held the third Wednesday of every month. It's easy to join: contact POS support for the call information.

For Dove POS and RTI users, Teleflora offers ongoing webinar training. What is a webinar? Webinars give you

a chance to see a live presentation from an expert on a variety of topics and get your questions answered in a live chat session. Topics include Marketing How-To, Best Practices and Order Entry Tips and Tricks. Sessions are available on multiple dates and times so you can attend when it's most convenient for you. Check the Dove POS Resource Center and RTI Resource Center on myteleflora.com for the latest webinar schedules. Get more out of your system—without leaving your shop! 🌸

a word from tom

Mother's Day is your opportunity to shine—all year long.

We all know Mother's Day is important to our industry. On one level, it's obvious why that's so: the holiday offers the chance to do a high volume of business and make a handsome profit in a short period of time.

But there's another reason that's more important than short-term profits. Mother's Day is one of those times when we have an opportunity to win new customers, and to keep the old. It's a time when people are in the market for gifts that will express their deepest feelings as only flowers can do—and yet, unless we're vigilant, they will certainly consider gifts other than flowers. It's a time when our industry's reputation, as well as the reputation of your own shop, is on the line.

That's why we work so hard to be well prepared for the rush of orders that comes in on Mother's Day—and why, even though we know there will be a rush, we step up our marketing efforts to make sure that when people think Mother's Day, they think flowers, and they think of us.

This year, with America's Favorite Mom, Teleflora has gone all out to make that connection in the minds of consumers. We know that you too are working hard to leverage the opportunity presented by the 100th anniversary of Mother's Day. It's a huge effort, but it's well worth it, because the payoff isn't just at Mother's Day. It's in the months and years to come. Thank you for supporting Teleflora at this critical time—as we seek to support you in everything we do. 🌸



Tom Butler AAF is Chairman of Teleflora.

More updates from Tom can be found at MyTeleflora.com.

Hands-on classes and more draw attendance at Teleflora Live!

A record crowd attended the Teleflora Live! program in Orlando, FL (February 24-25), sponsored by the Teleflora Education Center. Florist response to this power-packed floral event continues to be strong. The excitement is from the variety of subjects covered in a day or two—and the energetic presentations made by the talented team of floral and business educators in the line-up.

All the usual parts were in place: A Stems and Bunches flower variety show, a Teleflora Product Preview, a special introduction to the America's Favorite Mom promotion and information about Teleflora's eFlorist websites and Dove POS software. Teleflora Chairman Tom Butler presented his "vision piece" on industry trends and what's on Teleflora's 2008 agenda.

New on the program was a "business track" featuring Paul Goodman of Floral Finance. There was even an opportunity to take a one-day management course with Paul on Monday.

Also new was a wedding program featuring the exquisite bridal work of Teleflora educator Susan Ayala AIFD. Kevin Ylvisaker AIFD also dazzled the audience with his hilarious "Designing for Generation Why-not."

The day ends with a reality-show event featuring a "design off" between members randomly pulled from the audience. It's really a fun way to see the local talent and give them a chance to shine.

Florists who attended the program not only got a great day of education, they also had the chance to network with other florists and to purchase Teleflora items at a discount. And of course, the hands-on classes on Monday provide a powerful cap to the event. 🌸



At left, Kevin Ylvisaker helps a "reality show" contestant start her design; at right, Susan Ayala assists a student with her "wow" wedding project.



Presenters at this Teleflora Live! included Kevin Ylvisaker, Susan Ayala, Marie Ackerman, Paul Goodman, and Tom Butler.



The show could not go on without assistance from local volunteers associated with the North Florida Teleflora Unit. Thanks guys and gals!

It's all about style at the Teleflora Education Center's flowers-to-wear class.

Who cares more about wearing the latest "in" thing that teenagers going to the prom? At the same time, it needs to be just a little bit different. Florists attending the Education Center last month got inspiration in both directions from instructor Sharon McGukin AIFD, PFCI.

Sharon showed how to create "style boards" for the different types

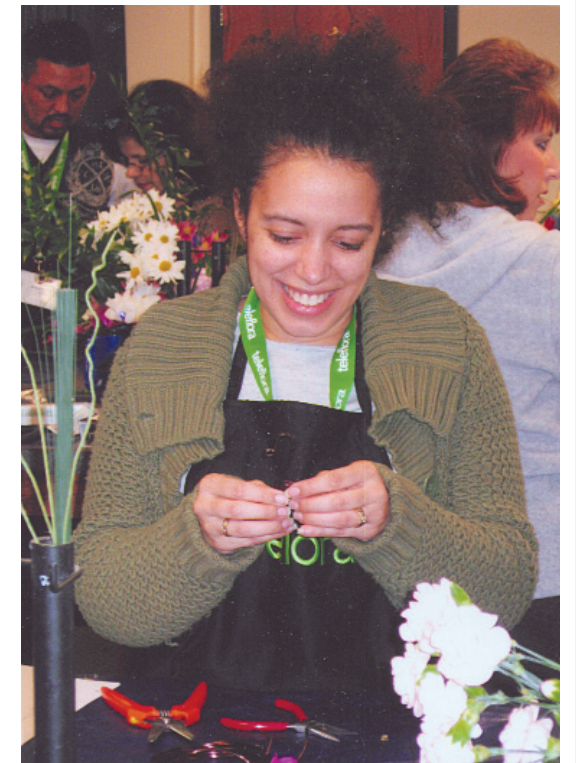
of prom goers: edgy, glam, chic, or sporty. In the hands-on sessions, students learned new techniques for new looks—techniques that also apply to fashionable (and profitable) wedding work.

For information on upcoming classes at the Education Center, call 800-456-7890 or visit MyTeleflora.com. 🌸



A "style board" is a great way to pull together ideas about what's in and what will appeal to different groups within the market for prom flowers, says instructor Sharon McGukin (left). Counterclockwise from below left, Angela Neuhaus of The Flower Shop at Cedar Park in Cedar Rapids, IA completes a class project; Dia Roberts of Sidelines Custom Floral in Kansas City, MO shows her unique bouquet made of gold aluminum wire and ginger petals; Sharon models a shoulder corsage by a student while Matt Richie of Wild Thang D'Zine in Quannah, TX looks on; and Debra

McAdoo of Ben White Florist in Austin, TX works on a wire structure for her flowers-to-wear project.



America's Favorite Mom local efforts have taken off.

Members have rallied around America's Favorite Mom! **KS Kennedy, Distinctive Floral Gift, & Gourmet in Pittsburgh, PA** (below) got in the spirit by merchandising their shop windows with materials from the America's Favorite Mom (AFM) Merchandising Kit and used a pinch of their own creativity. **Boise at its Best in Boise, ID** (below at right) went all out! Besides creating eye-catching AFM merchandising in their shop, they went so far as to extend it to their store's marquee, developed local radio and school promotions and even sponsored an in-store promotion for a year's free flowers! Information continues to pour in about efforts across the country. Some members are

creating direct mail campaigns, others are buying URL's such as Baltimoresfavoritemom.com and Wichitasfavoritemom.com to tie back to their own local promotional and advertising efforts. Many have formed partnerships with other retailers by creating tie-in promotions with jewelers, restaurants, spas, etc. What have you done in your town? Let us know! Email us at newsletter@teleflora.com with your story and photos. We'll feature your shop in an upcoming issue of *MyTeleflora News*.

It's still not too late to participate in our America's Favorite Mom florist promotions. There are three ways you can win: the Creative Merchandising Contest, the Mom-inations

Sweepstakes and Teleflora's Favorite Florist Mom! Visit myteleflora.com to learn more about these exciting promotions. Submit your entries today!:

- *for the Creative Merchandising Contest,*
• via snail mail at: Teleflora Florist Contest, P.O. Box 30130, Los Angeles, CA 90099-4778;
• or via email at FloristContest@teleflora.com.
- *for Teleflora's Favorite Florist Mom,*
• via snail mail at: Teleflora's Favorite Florist Mom, P.O. Box 60910, Los Angeles, CA 90060-0910
• or via email at TFFM@teleflora.com.



At left, a small part of a creative display for America's Favorite Mom at KS Kennedy in Pittsburgh, PA; above and at right, the display at Boise at its Best overflows to the marquee outside the shop.



A new Member Directory is on its way!

The Summer 2008 (May/June/July) Teleflora Member Directory is shipping to you on April 16, 2008. The Resource Guide that comes with this directory will feature, in the Gallery section, news about exciting new products and promotions for the upcoming fall and winter holidays. They include a Williamsburg promotion for Thanksgiving 2008 and a Thomas Kinkade promotion for Christmas 2008. Check it out! 🌸

Style and efficiency: get both with POS-compatible forms and new enclosure cards from John Henry.

Convenience has become a way of life: pay at the pump, meals in minutes, 24/7 everything. Florists have joined this fast-paced world by installing Teleflora point-of-sale systems in their shops. It's a new way of doing business that makes it easier than ever to take orders, fill out cards and delivery slips, and write recipient information on envelopes.

It's important, however, to have the right forms on hand. The John Henry Company is there to help you with your special needs as the official provider of business forms and stationery products for Teleflora florists. Working in tandem with the Teleflora technology team, John Henry offers a full set of forms to complement each and all of Teleflora's point-of-sale systems.

The new Dove POS System, for example, features three forms to help you do business

more efficiently. One is the Dove POS Ticket, which becomes the card, envelope, delivery slip and special instructions all rolled into one form that automatically prints on your computer. Along with the POS Ticket, you can also print Invoices and Statements using the Dove POS System. John Henry offers all of these forms in a wide variety of generic designs and can also produce custom forms preprinted with your logo to coordinate with your other business stationery. That includes a large selection of envelopes to complement the forms.

Forms for Eagle Floral Management System, Daisy Floral Management System, RTI Systems, and ADS Systems are also available from John Henry, where the company's experts can help you select the forms that are right for your shop and software.

John Henry is more than just forms; it is

a one-stop shopping source for any stationery needs from cards, envelopes, care tags, not-at-home tags, labels, 4-up laser postcards and more!

New to the John Henry family are two innovative enclosure card lines, Vespa™ and Aviso™. Designed to complement your floral masterpieces by matching the card to the arrangement, both card lines come in a variety of colors that enhance the overall presentation of the flowers. These are the cards that step up and say, "Notice Me" in a stylish way that doesn't clash with flowers. Watch for the "get carded" mini catalog, which features these unique card lines as well as coordinating envelopes, in the next mailing of the Teleflora Membership Directory. They can, also, be found on the John Henry website at www.jhc.com. 🌸

