

## A container recycling program saves money and also brings in customers.



A sandwich board outside Flowers of Clayton in Clayton, MO advertises the recycling program that has brought new business to the shop. The program is the brainstorm of manager and senior designer Nancy Schroeder.

**Flowers of Clayton in Clayton, MO** is a second-year start-up shop in a mixed business and residential area. Manager Nancy Schroeder noticed that, although the neighborhood has foot traffic, no one was coming into the store. "I needed a plan to get people inside," she says.

"Knowing the community was environmentally conscious, I decided to start a recycling program. We offered to give a small cash-and-carry bouquet to

anyone who brings in three or more baskets or vases. We advertised it simply and at practically no cost on the sandwich board outside our shop. I also made a flyer that we send out with every order and give to customers who come into the shop.

"The program took off like crazy! Our shelves started filling up with vases, and our business picked up in ways I couldn't imagine," says Nancy.

The cost of the fresh bouquet is \$3.45. Customers typically bring in more than three vases or baskets, which the shop cleans, disinfects, and reuses. Flowers of Clayton has

saved hundreds of dollars in the purchase of stock vases and baskets.

But the real benefit of the program lies in the good publicity and public relations it has brought to the shop. The shop and its recycling program were written up by a local magazine and a local garden club. It is the only flower shop listed on the state and city websites for recycling. It participated last year in Earth Day celebrations, and will do so again this year, which also means a listing on green websites. Corporate clients have promoted the program within their own businesses, reaching out to employees to recycle; students at a local college

mounted recycling drives that resulted in the delivery of many boxes of vases to the shop. "We have definitely picked up many new customers, both residential and corporate, because of this program," Nancy says.

Nancy also found creative ways to leverage the marketing power of the program. Noticing that the cash-and-carry bouquets were popular, she began promoting them, not just as rewards for recyclers, but also as items for sale. They've been a draw to walk-in customers on their own.

Plus, she started a coupon program with local restaurants called "Dine and Roses." When customers come into the shop and show their restaurant receipt, they can purchase a cash-and-carry bouquet at the regular price, and the shop will add a free rose. It's one more way to promote awareness and bring new customers into the shop.

"We have gained so much business through these efforts," says Nancy, "but we still have to dazzle them with outstanding design, quality and customer service. I'm glad to say after one year of this program, it was well worth the effort. We will continue the program in an effort to gain more business." In addition, Nancy has the satisfaction of knowing her local landfills are a little less full, and some of her customers and neighbors a little more environmentally aware, thanks to her efforts. ♻️

## Be our Marketer of the Month and win \$100!

We're looking for a few good ideas—ideas that member florists have actually put into practice. Do you have a story about a program or promotion that brought consumers into your shop and boosted your bottom

line? If so, please write us at [newsletter@teleflora.com](mailto:newsletter@teleflora.com). Include a photo if you have one. If your story is picked to be featured in MyTeleflora News, you will receive a \$100 American Express Gift Card! ♻️

# myteleflora news

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## Teleflora's on a mission this Mother's Day.

The buildup to a big holiday is both energizing and challenging. As Mother's Day approaches, your diligence, creativity and entrepreneurial spirit will help propel all of us forward.

And with Teleflora's Mom's Shopping Spree Sweepstakes—featuring a \$10,000 consumer prize—you're likely to enjoy a healthy uptick in your business. Additionally, we have exciting advertising plans for this major floral holiday.

Boosting sales for Mother's Day is just one example of what we can achieve when we work together. One way we can keep making that happen is to ensure that we're on the same page, literally, in terms of our goals. With that in mind, I would like to share with you Teleflora's newly minted mission statement:

*Teleflora is committed to helping the world send its heartfelt messages, across town or across the country, through the welcome gift of flowers. We partner with*

*the most experienced and highest quality neighborhood florists, and our bouquets are available for same-day delivery and always beautifully designed, hand-arranged and hand-delivered right to the recipient's door step.*

*Teleflora is dedicated to creating sales for these floral business entrepreneurs through innovative marketing, merchandising and technology and we work hand in hand with our florists to be sure that they have the products and tools to grow their business profitably and sustainably.*

Though the principles of this mission statement have long been followed at Teleflora, I think it is significant that we have collectively put these words onto paper. As you can see, Teleflora puts florists at the center of our business philosophy and this mission reflects that fact. We fully recognize that the backbone of our mutual success is your hard work, design savvy and

determination to excel. We will continue to provide top-notch promotions, technology and education to support your efforts.

A glance at the calendar shows there's much to be excited about—particularly our Father's Day Triple Play Sweepstakes and the Teleflora/MiGi® Girls baby products line. And in honor of our 75th anniversary, I'm pleased to tell you that in the next several months, we'll be running promotions in which florists can win free products and eFlorist services.

I look forward to hearing your feedback about Teleflora's mission statement as well as your proud accomplishments around Mother's Day. ♻️

Shawn Weidmann is President of Teleflora.



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## faces & places

### Meet the board



The executive board of the **Oklahoma State Florists Association** for 2009 met at the Teleflora Oklahoma City campus, and were joined by Teleflora chairman Tom Butler for a photo op. The team looks energized, cheerful, and ready to go! From left to right in the front row, Tom Butler, Sue Kendall, Raynelle Rose, Gaylyn Wattman, Nellie Davis, Marta Land, Mary Shumake, and Donna Spaulding; back row, Dan Long, Dennis Mueggenborg, Jackie Whitte, and Jeremiah Johnson.

### No stopping Lester

Even two broken ankles and knee did not keep Lester Howard of **Howard Brothers Florist in Oklahoma City** from working Valentine's week. Less than two weeks before, Lester rolled down steps during the ice storm. He showed up, however, to work the phones and get his Valentine candy from Teleflora's Suzi Lawrence! Howard Brothers has been a Teleflora member since 1989.

### Warm reception in Ferndale

It's a lot colder in Michigan than in Oklahoma, but that wouldn't stop Teleflora chairman Tom Butler from visiting the Great Lake State. One of his stops was to **Blumz...by JR Designs in Ferndale, MI**, where he was greeted by partners J. Robbin



Yelverton (at left in the photo) and Jerome Raska. Jerome is a longstanding member of Teleflora's Education Specialist team. Robbin, Jerome, and the shop, which is especially well known for weddings and special events, have all been recognized with numerous awards.

### A family moment



Tom Butler caught three generations—or two and a half!—of florists at **Moehring Woods in Grosse Pointe Woods, MI**. From left to right in the photo, Tom stands next to Pam Anderson, who is holding Corey Anderson, with dad and granddad Bruce and George Anderson close behind. Also joining the group is Teleflora's Kathy Petz. Moehring Woods has served the Grosse Pointe area since 1928.

### Another future florist?



Sheridan Rose has the right name for the job, and it looks like she is already getting used to the hustle and bustle at **Cheevers Flowers in Oklahoma City**. To Sheridan's right is grandfather Larry Cheevers, while she is being held by her mom, Larry's daughter Tiffany Lechus. Cheevers has been a Teleflora member since 1977.

## Don't see yourself here? Send photos!

We'd love to hear about your anniversaries, awards, and achievements, along with human-interest stories. Take photos with camera settings on "large" or "high-quality" and send to [newsletter@teleflora.com](mailto:newsletter@teleflora.com).

### Branching out



It's a new branch shop with a just-installed Dove POS system! Patsy Plowman of **Morning Glory Flowers and Gifts in Severn, MD** is pictured here (on the right) with Teleflora territory sales manager Joyce Crist—who brought cookies. The "mother" shop is Jennifer's **Country Flowers in Glen Burnie, MD**, a Teleflora member since 2000.

### New location



It's in the same shopping center, but it offers a more spacious showroom and facility for **Foster's Flowers & Gifts in Edmond, OK**. Randy Foster manages daily operations—with help from the RTI system—for the family-owned, third-generation shop, established in 1918. A former president of the Oklahoma State Florist Association, he has sat on Teleflora's advisory board; he got a visit in the new space in January from Teleflora's Suzi Lawrence. 🌸

## design & education

## Welcome John Hosek to Teleflora's Education Specialist team.



Successful floral designers and educators often come to the field from a variety of backgrounds. For John Hosek AIFD, CAFA, MCF, it all started with a degree in Supervision and Engineering Graphics, which led to a job with General Motors Company. While employed at GM, however, John became aware of his talent and passion for floral design. He opened his own retail store in 1987 and began that pursuit of knowledge and artistry which has since gained him membership in the American Institute of Floral Designers (AIFD) and the Canadian Academy of Floral Artistry (CAFA). John is also a Michigan Certified Florist (MCF).

John's commitment and desire for professionalism were exemplified during his tenure as president of the Michigan Unit of Teleflora and by his chairmanship of the Michigan Florist Association Convention. His design talents have placed him on top in numerous competitions. In 1999, he received the Michigan Floral Association's prestigious Designer of the Year award.

John's talents have been commissioned by the United States Ambassador to Bermuda for holiday decorations. In 2001 he was asked to join the design team for the Oscars; he has returned every year since. He has taught floral design at the university level as well as in a symposium-style program in Sydney, Australia.

Today John is co-owner of Design Circle in Verona, WI, a concept-to-completion event company. He is the newest designer and educator to join Teleflora's prestigious team of Education Specialists. His professionalism, his passion for floral artistry, and his contagious smile and laugh have earned him the respect and admiration of his peers.

As we say at Teleflora, John, "welcome to the bunch"! 🌸

## a word from tom

Once you have a computer system helping you, you can't imagine life without it.



*Celebrating 90 years in business this year, the folks at Gordon Boswell Flowers in Fort Worth, TX believe in personal service. They've found their RTI system to be a big help in that regard. With me in the photo, from left to right, are Teleflora's vice-president of national sales Mark Freeman; Martha White, owner of Gordon Boswell; and Teleflora territory sales manager Cindy Davidson.*

I recently visited **Gordon Boswell Flowers in Fort Worth, TX**, to help celebrate the shop's 90th anniversary. I couldn't help but notice how enthusiastic owner Martha White is about her RTI system. Gordon Boswell has been an RTI user for years—since the system began, Martha believes. "I remember how the employees complained when we first got it!" she says. "Then about six months later, when the computer went down for a little bit in our branch store, it was, 'Where's our computer? Get it back up!' " It didn't take long for the system to become an everyday part of doing business—as important as the telephone, the lights, or the cooler.

There are many reasons to love having a POS system, but for Martha, a small one that springs quickly to mind is delivery notification via e-mail. "Hardly a week goes by that someone doesn't e-mail back and say, 'Thank you, what a great service.' It's something we can do that not everybody can, so it's a differentiator. And it's an easy way to get an e-mail address for marketing. When a new customer calls, we just say, 'Would you like an e-mail delivery confirmation?' "

A POS system becomes "a real everyday kind of support," says Martha, something she relies on to make things run smoothly—things like getting credit-card authorization instantly, before the customer even leaves the phone, or knowing what designer has what order when the delivery driver wants to leave. "It comes on you gradually," she says, "it's part of the fabric. You can't imagine life without it, and that's the truth."

Thanks, Martha, for being one of the RTI pioneers—and here's to another 90 years of flower-shop success! 🌸



Tom Butler AAF is Chairman of Teleflora.

More updates from Tom can be found at [MyTeleflora.com](http://MyTeleflora.com).

## teleflora in the news

Following the 81st Academy Awards ceremony this year, the after-party to be seen at was the one for *Slumdog Millionaire*, which garnered eight Oscars®, the most for any film of 2008. Teleflora was part of the festivities at the restaurant One Sunset, where the cast from the film continued their celebration well into the morning! Teleflora's Calla Classique and Bronze Callas bouquets were spotted on the tables (at right, above) and in the bar areas.

Teleflora also added elegant décor in the form of red and white centerpieces (at right, below) when *Latina Style Magazine* hosted its 11th annual awards conference on February 5 in Washington, DC. Panelists included Latinas from some of the United States' biggest companies and top levels of government. Each of the distinguished panelists also received a hand-tied bouquet, compliments of Teleflora and **The Flower Gallery in Washington, DC**. 🌸



# So, the bride's on a budget? From Teleflora's Education Center, six profit-protecting ideas you can offer to brides this year.

With spending on weddings expected to decline for the second year in a row, florists are uniquely positioned to help a bride stay within her spending limits—and maintain their own profitability. The beset part is, the same strategies can help you show your brides the value of selecting a creative, professional florist.

**1. You are your sources!** Seek out the best possible pricing for everything you purchase—perishables and hard goods. Develop more than one source (if possible two or three) for everything to give yourself options. Of course, price is not the only consideration; quality and reliability are also important when building a reputation for event work. Buying right is always the first step to selling profitably.

**2. Simplify your offerings to drive labor efficiencies and price efficiencies to the customer.** Not only do simple designs appear classic—they also help minimize cost, design time and chaos in the design workroom. Consider these ideas:

- Hand-tied bouquets instead of wired and taped ones.
- Drop-in style centerpieces in geometric glassware.
- Monobotanical weddings: buy a case of one type of flower and use it for every bouquet and arrangement in the wedding.

**3. Offer rental items as a "green" solution for tight budgets, which would normally eliminate items because of their expense.** Eco-chic weddings are quite a trend to watch. Some include:

- Rent pew bows of high-quality ribbon with permanent botanical foliage glued in as accents.
- Invest in high-quality permanent-botanical garlands for stairways, head tables and mantel rentals.
- Mix permanent (rental) flowers and upscale containers with fresh foliage for an exceptional super-sized look on a budget.
- Rent live green or blooming plants for instant color and decoration of a ceremony location.
- Recycle containers from the bride's "vase closet" and use them on the tables.

**4. Consider offering a new level of low-cost service.** Offer "family pick-up" service in place of full-service delivery. You'll be surprised at how many people will opt for this choice, especially for smaller weddings. You'll save money in delivery costs (van, gas and labor). However, you should set a specific time for the pick up to avoid wilting flowers and too much handling. Also, be ready to provide pin-on instructions and flower care instructions.

**5. Create a "photo menu" of bouquet examples.** Take the time to create bouquets using "frequently requested" floral combinations in a variety of price sizes. Snap digital photos of them. Inventory each one and measure their dimensions so you can replicate them accurately.

- Show the difference between 12, 18 and 24 roses in a bouquet.
- Show add-on options this way also (elaborate handle treatments, bouquet bling, decorative collars, cascading ribbons).
- Price each add-on accessory (including the labor to add them), and simply add on the material-plus-labor charge to the base price of the bouquet.

**6. Consider creating designs with locally abundant materials.** Now is the time to be really creative with what is within your local area. Are there branches in bloom? Or indigenous foliage that will create some beautiful lines in a design? Is there "Johnson grass" that would create a fountain effect in the center of that buffet piece? When harvesting local materials, be sure you have permission and be sure you know what the material is you are cutting. Test them before using and allow them to hydrate properly. Also check to see if the materials to be used have an insect problem. (Ants on garden peonies?) And just because they are local does not mean they are free. Make sure you charge for them, as gathering, hydrating and arranging them costs you money. They are simply a way to stretch your bride's dollars.

Also, seek out sources like local "boutique" growers who specialize in garden-grown beauties. You'll generally enjoy some savings on shipping and packing and have the most spectacular product you've ever seen! (local orchids, callas from a greenhouse grower, seasonal outdoor garden crops like pussy willow, forsythia, lilac, lily of the valley, zinnias, etc.).

## 2009 Projected Wedding Trends

Number of weddings in 2009: 2,219,264  
 Average age of the bride: 26  
 Average age of the groom: 28  
 Getting married for the first time: 92% of brides and 87% of grooms  
 Average number of guests: 166 (20% of weddings have over 200 guests)  
 Average length of engagement: 16 months

### Location trends:

49% of all ceremonies take place in a house of worship  
 65% of ceremonies occur indoors  
 35% of ceremonies occur outdoors  
 78% of receptions occur indoors  
 22% of receptions occur outdoors

### Costs:

Average cost of entire wedding: \$29,614  
 Average cost of wedding gown: \$1,287  
 Average cost of wedding veil: \$323  
 Average cost of bridal bouquet: \$150  
 Average cost of attendant's bouquet: \$47.50  
 Average cost of flowers for ceremony: \$673  
 Average cost of flowers for reception: \$1039  
 Average cost of wedding cake: \$562  
 Average cost of wedding favors: \$352



Twenty-five florists from 18 different states attended Profitable Wedding Design, a class taught by Bert Ford AIFD at Teleflora's Education Center in Oklahoma City, March 8-11. Like all Education Center classes, this one included plenty of hands-on training. All aspects of wedding design were covered, from bouquets and personal flowers to reception and ceremony décor, along with pricing and selling. This class was sold out, but space is still available in many classes through the end of the year; for more information, visit [myteleflora.com](http://myteleflora.com) or call the Education Center at 800-456-7890, extension 6234.

Among the florists participating in Bert's class were, clockwise from the photo at right: Ginger Tomaszewki of Ivy League Flowers in South Hold, NY; Stacy Wilkison of Bella Floral in Gore, OK; Darnelle Stephens of Floral Garden Florist in Detroit, MI; and Steve Wassberg of Dabol Flowers and Gifts in Fargo, ND.



## And the marketing makeover continues...

As the shop makeover continues at Ann's Secret Garden this past month, Teleflora and Ann's owners Jim and Lynda Gervais did a little spring cleaning on the shop's website ([www.annssecretgarden.com](http://www.annssecretgarden.com)).

Your website is a critical component of your marketing plan. After all, it's working even when your shop is closed! And Teleflora's research shows that for every one Internet order from your eFlorist site, you also receive on average two phone calls. That's phenomenal marketing power and deserves as much attention to detail as your actual store!

Ann's Secret Garden was using an older template for their site. Jim and Lynda decided to update their site with one of the new templates that features new SEO (Search Engine Optimization) coding as well as a new clean look. They picked "Modern Fun" in a light green.

Within a few hours, the eFlorist team gave the site a new look as well as made changes behind the scenes that would improve the shop's ranking on organic listings on Google,

MSN and Yahoo!. Jim and Lynda also went through all of their category pages, making sure that the correct information was displaying, including custom products. Jim and Lynda were also able to set and change the prices, even on the Teleflora products they offer.

Within the category pages, we also suggested that Jim and Lynda update their About Us page. This page is one of the pages that most customers click on—because they want to connect with your shop! It is the virtual version of a customer walking in to your store to see what you can offer to them.

Luckily it won't take long for Ann's to know whether or not these changes have an impact on site visitors. With an eFlorist Web site, you can have Google Analytics turned on and monitor reports that show trends such as the number of visitors, the time they spend on your site and what pages they visit.

Once their website was updated, Lynda took a few minutes to claim all of her local



directory listings on the Internet. Local listings are found on Google, MSN and Yahoo!, and pull up next to the maps when customers search for your shop. You should claim your local listings as the business owner—so no one else can. The policy with the search engines, such as Google, is that business owners have the ability to police themselves online. These local listings are also an area that you can have customers write reviews on your shop. If you need instructions on how to do this, please visit the eFlorist Service Center on [myteleflora.com](http://myteleflora.com).

## Coming your way: news on products, promotions and giveaways.

The May/June/July (MJJ) Teleflora Member Directory and Resource Guide will be sent to member florists in mid-April. Be sure to check out the Resource Guide, which will include previews of new keepsakes and sweepstakes for Thanksgiving and Christmas! This upcoming holiday season, we'll have new licensed products from Lenox, Kinkade and Williamsburg, plus two very exciting promotions for Thanksgiving and Christmas 2009 that are sure to be a big hit with your customers!

In the Resource Guide you'll also find news about our new partnership with Bravo TV's hit show, Top Chef. You and your customers can win delectable prizes!

Finally, in celebration of Teleflora's 75th anniversary, we have a special giveaway planned, just for our florists. Check out the MJJ Resource Guide for details!

## Remember, Mom's Shopping Spree Sweepstakes starts April 20.



Are you ready for Mom's Shopping Spree—the Teleflora sweepstakes created to promote Mother's Day sales this year? Imagine how exciting it would be to have a winner among your customers!

For that to happen, of course, you must include one game piece—with your shop name and phone number written on the back—with each of the codified Mother's Day bouquets that you create between April 20 and May 15, 2009. The game pieces will be included with all five Mother's Day 2009 codified products. With the PIN number from the game piece, your customer can go online to [www.teleflorasweepstakes.com](http://www.teleflorasweepstakes.com) to register to win. It's that simple. Prizes range from a \$50 shopping spree at Macy's (for any of 500 second-prize winners) on up to a \$10,000 shopping spree for the Grand Prize winner.

Florists can also win, in a separate sweepstakes. Those who purchase all five codified Mother's Day products will be eligible to win one of five grand prizes, while those who purchase three of the five are eligible to win one of 15 first prizes (for prize details, see [myteleflora.com](http://myteleflora.com)).

Let the spending begin!

## For surviving the economic crisis, this florist relies on Dove POS.

A downward-spiraling economy has affected all of us—but for Matthew McDonald of **Bookshelf Florist and Gifts in Gaffney, SC**, it's one more reason why he loves his Dove POS system. Now more than ever, says Matthew, who also serves as president of the South Carolina Unit of Teleflora, Dove POS is an investment worth making.

Asked for examples, Matthew is quick to pull them off the top of his head:

• **Billing and collections:** "In today's market we need our money more than ever," says Matthew. Billing by hand is labor-intensive—and then, if the first bill doesn't get paid, you have to do it all over again. "With the POS system, you can do repeat billing with the click of a mouse," Matthew notes. "Also, it allows you to see how much money is hitting past 90 days. If they're past due you don't want to put the charge on a house account; you want to get a credit card. The system will also print out a report that tells you which customers are past due, so you can call them and ask, 'Are my billing statements reaching you?' Sometimes it's that simple."

• **Delivery:** "In today's economy we have to think about time management and saving gas. The Dove POS delivery module puts all your stops in order and plans the delivery route so it's the most efficient. Plus, it lets me know how long it should take to reach a given destination, so I can give a customer a really accurate estimate of when something will be delivered. It also allows me to watch my driver's time."

• **Sales and service:** "I love that the system saves my customers' information, so Mrs. Smith calls wanting flowers delivered to her mother, just like last year, I don't have to waste time getting her mother's address. I can just ask, 'Is your mother still at such-and-such address?' and Mrs. Smith is very impressed."

"Another thing I like: When I pull up a customer on the computer, there's a section where the system will tell me the average amount spent—including the tax. I ask, 'You normally spend around \$45, do you want to do that again?' The system adds tax again, and the \$45 is raised by that small amount. So bit by bit we raise the sale."



Bookshelf was one of the first flower shops to get Dove POS, about two and a half years ago. That was shortly after Matthew bought the shop, which is the oldest in Gaffney. "When we bought it we upgraded, computerized, went a little more modern, and a year later our local paper voted us the best in town. The POS system has played a big part in that."

This past Valentine's Day, business was down for Bookshelf as for many other florists, but only by 7 percent—as Matthew knows, thanks to the Business Pulse feature of Dove POS that helps him easily compare sales figures and set goals. "We were down in terms of customer count, but it wasn't as bad as it could have been because I'm getting more dollar per customer than last year," he notes. That kind of knowledge is gold—in good times or bad.

## A fellow florist wants to help you become "recession proof."

It's a promise that's being put severely to the test in the current economic climate. But the claims for success that Skip Shipman, of **Brenda's House of Flowers in Woodstock, GA**, makes for his permission-based marketing program, are backed up by awards and testimonials.

The program, called VFN for VIP Florist Network, won Skip the 2006 Marketer of the Year award from the Society of American Florists. Since then it has undergone considerable refinement and evolution, precisely so that Skip could share it with other florists. It has been beta-tested over a two-year period with several flower shops across the USA, says Skip. National distribution of the program was launched in February of this year, through such reputable wholesale

distributors as Vans Inc. and Baisch & Skinner (each with a number of locations), and Mt. Eden Wholesale in northern California.

So what's it all about? "It's basically a loyalty program," says Ron Bailey of **Blossom Basket Florist in Champaign, IL**. Customers who qualify as "VIP" customers—and different florists can define that category according to their own shop needs—are entitled to discounts of various kinds, for example, free local delivery to hospitals and funeral homes, free wire-out charges, or a 10% discount for internet orders.

The key to making the program successful lies in how you promote it, says Ron. And the key to successful promotion, in turn, lies in training your employees to make customers aware of it. The training program is the

reason VFN is distributed by local wholesalers, who provide the step-by-step, hands-on training and support. At the same time, the program requires a minimal investment of time, according to Ron. "It's no complicated," he says. "We're not really selling it; the program sells itself."

Ron was one of the first florists to sign up with VFN, 2½ years ago. The system works with his existing POS software. He's been happy with the results and recommends the program to other florists. Nationwide, Skip claims the lowest return on investment (ROI) for participating florists has been \$13 in revenue for each \$1 spent on the program.

Florists interested in learning more about the program are encouraged to contact Skip at [sshipman@vipfloristnetwork.com](mailto:sshipman@vipfloristnetwork.com).