

SEPTEMBER 2009

myteleflora

{news}



special edition!
2009 make someone
smile® week recap

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make someone smile® week: giving flowers, giving back

Teleflora's **Make Someone Smile® Week** demonstrates what we can achieve when we set a goal and work together to accomplish it.

From July 19-25, Teleflora florists delivered about 37,000 Be Happy® bouquets to people in need of a smile—hospital patients, nursing-home residents, children living in foster-care facilities.

We connected with our local communities and we joined forces to get a job done. Unit board members and presidents worked diligently to plan the program and coordinate deliveries. Participating florists contacted wholesalers and growers to secure the flowers. Also key: volunteers in hundreds of cities who helped florists execute this rewarding program.

Teleflora supplied keepsake mugs and supplies. More important than the product, however, are the Teleflora people who are committed to making so many smiles each summer. I'd particularly like to thank Rich Salvaggio, industry relations/publications VP at Teleflora, and Donna Nelson, manager of industry relations, as well as all the other employees who donated their time to assemble and deliver bouquets in Los Angeles, Oklahoma City and Paragould. It is greatly appreciated.

Make Someone Smile® Week is an excellent way for florists to give back. And, in some cases, it's a chance to open the door to new customers. Having a goodwill credit with an organization may spur the people associated with that group to tap a Teleflora florist for future floral purchases.

Additionally, with communications support from Teleflora HQ, many of you garnered terrific media coverage, including a mention of the program from the Today show's Matt Lauer. This valuable publicity helps boost business by keeping your floral shop's name in the public eye.

As we weather the storms in an uncertain economic climate, our Make Someone Smile® Week results serve as a vivid reminder that when we stick together, we gain strength and we succeed.

Next year marks Make Someone Smile® Week's 10th anniversary. Whether you've been a regular participant over the last decade or the program is brand new to you, I urge you to get involved. I'm sure our collective performance in 2010 will be yet another impressive achievement.

Sincerely,

shawn weidmann {president of teleflora}

teleflora's Rich Salvaggio gets interviewed by a local reporter about Make Someone Smile® Week.



PR Intern Michelle Cohen helps to assemble Be Happy bouquets at Teleflora Headquarters in Los Angeles.

my make someone smile® week experience

by Michelle Cohen

This summer, I am fortunate enough to be working on the Teleflora brand, interning with the PR department. The benevolent Make Someone Smile® Week Program has been one of the top priorities for the team and I have been lucky to have both worked on and participated in the program. After speaking to Teleflora member florists about their individual plans for assembling and delivering the arrangements, it was clear they couldn't wait to brighten someone's day.

My experience working on the program became much more tangible when I delivered arrangements to patients at the Los Angeles Veterans Hospital. I saw first hand the cheer inpatients and outpatients felt that day, made apparent from the bright smiles and gracious "thank you." One veteran shared his story, explaining he had spent time in the Marines navigating submarines, while a few others shared they were scheduled to go home, so after receiving a Be Happy Bouquet, their day was nothing but full of smiles. The program promotes a warm, positive message, and with Teleflora's Be Happy Mug, people will continue smiling for years to come.

upcoming classes at the teleflora education center

September 27-30, 2009
In Style: Tropicals
Instructor: Gerry Toh AIFD

October 11-14, 2009
Smart Everyday Design
Instructor: Susan Ayala AIFD

ms. super smile

Each year, Karen Genoud, manager of **Mount Vernon Florist** in Fair Oaks, CA, takes on the Make Someone Smile® Week program and sets out to deliver thousands of bouquets to those she feels are in need of a smile! This year, she succeeded in delivering 3,500 Be Happy Bouquets, the most of any florist! Genoud began her Make Someone Smile® Week planning months in advance. She secured help from area florists, floral wholesalers and even students from the a nearby college, who helped design and deliver all the bouquets. Among those who received smiles were residents at the Roseville Care Center, patients receiving care through hospices and convalescent homes.

Genoud's motivation for the program in her own words is simple: "Watching people react is its own reward. When you walk in, the look on their faces is incredible."

And this year, Karen also received recognition in her local community with a wonderful story in the Sacramento Bee.



From July 19-25, Teleflora florists delivered an estimated 37,000 Be Happy® bouquets to people in need of a smile. Our public relations team conducted media outreach in support of our member florist efforts, which results in approximately 119 hits, reaching an estimated audience of more than 88 million. Next year marks Make Someone Smile® Week's 10th anniversary. Whether you've been a recurring participant over the last decade or not, starting thinking now about those you want to deliver smiles to!

a word from tom



make someone smile® week is just one great reason to get active with your local teleflora unit

In my experience, florists are giving people, always ready to contribute to their local communities. And when florists get together, that charitable impulse is even stronger and more effective.

"Benevolent projects" are a long tradition with Teleflora's Units Program—one that goes way back before Make Someone Smile® Week. Indeed, Make Someone Smile® Week was the brainchild of a Teleflora Unit President, Patrick Creed AIFD, nearly ten years ago.

Today, Make Someone Smile® Week wouldn't exist without the efforts of the florists who serve as Unit Presidents and on their local Unit boards. These are the folks who select a location (or several) to be served, who coordinate with the directors at those locations, submit requests for Be Happy mugs, seek flower donations from wholesalers, and organize volunteers. It's a lot of work—but the work is easier when it's shared. One place where Teleflora lends a big hand is with getting the word out about Make Someone Smile® Week. Individual florists can and certainly do get public recognition for their efforts. But the main credit has to go where it belongs—with the Teleflora Units.

The rest of the year, the Unit Presidents and board members are busy planning educational programs for their fellow florists. In both cases, they tell me, the experience is similar: the more you give, the more you get back. All the more reason to join in—all year long, and for next year's 10th anniversary of Make Someone Smile® Week. Once you've participated, you'll look forward to it, time and again.

tom butler {chairman of teleflora}

happiness all around!

SEND US YOUR BEST STORIES AND YOU MAY BE IN THE NEXT EDITION*



go canada!

Once again, Teleflora members in Canada made a big success of Make Someone Smile® Week. Over 2,500 Be Happy Bouquets were delivered by groups of florists in 16 cities across the country (Barrie, Charlettetown, Hamilton, Kenora, London, Nanaimo/Ladysmith, Niagara Falls, North York, Orangeville, Orillia, Saskatoon, St. Catharine's, Tignish/Summerside, Toronto, Winnipeg and Woodstock).



Above left, delighted recipients of smile bouquets at the Marion Villa/St. Mary's long-term facility in London, Ontario, where 18 designers/runners made and delivered over 406 arrangements for all the residents.

In Saskatoon, a smiling crew readies for delivery: in the front row, Sam and Debbie from **Saskatoon Florist** and Jana Ellis of **Bill's House of Flowers**, in the back row Connie (from the hospital staff), Neal Shaw of **Blooms** and Terry Galbraith of **Carriage House Florists**.

"I love doing this project and I always ask to deliver the bouquets to see the looks on the recipients' faces," said a Teleflora member in the Nanaimo/Ladysmith group. "You get such a great feeling!"

In Hamilton, residents of a local nursing home, were overwhelmed with happiness when receiving their bouquets.



georgia unit

In Woodstock, GA, in celebration of Make Someone Smile® Week, Lisa Kaye Kinster of **Woodstock Flowers and Gifts** and colleagues spent time with residents at the North Georgia Angel House, teaching them how to make Be Happy Bouquets.



In Lawrenceville, Peggy Cogdill (in the apron) of **Huffs Flowers** prepared Be Happy Bouquets with help from colleagues. The bouquets were delivered to Children's Healthcare in Duluth.



Working out of **Eagle's Landing Flowers and Gifts** in Stockbridge, GA, the Georgia Unit delivered over 200 smile bouquets to three different assisted-living facilities in Henry County, with help from a local troop of Girl Scouts. The Unit's project got local television coverage along with color photos in a local news publication.



south texas unit

The Atria of Kingwood, a nursing home, was just one of seven facilities where the South Texas Unit made deliveries during Make Someone Smile® Week. In the photos are Unit President Laura Williams of **Flowers of Kingwood** with an Atria resident and an employee, and volunteer florists Robin Martinez, Norma O'Donnell, Jack Eastman, Robbi Torrey, John Bumbaugh and Judy Cox.

new england unit

Residents at Atria Longmeadow Place, an assisted-living facility in Burlington, MA, were thrilled to receive flowers delivered by Cindy Mattson of **Given-Erwin Florist** in Burlington and others. The New England Unit also delivered arrangements to two nursing homes in Massachusetts.



ohio buckeye unit

Among the very special recipients of smile bouquets all across the country was Mrs. Julia Arts, 87—who just happens to be the mother of Donna Nelson, Teleflora Manager of Industry Relations. She received her bouquet from Ohio Buckeye Unit President Michael Brown AIFD of **Nina's Florist** in Springdale. Mrs. Arts resides in an assisted-living facility in Cincinnati. The Unit delivered to three facilities altogether.

wisconsin-upper michigan unit

Teleflora Territory Sales Manager Dan Natalizio pitched in to help florist volunteers at this Unit make arrangements. With Dan are Charlene Jung of **Design Originals** in Hartford, WI, and project chair Melissa Maas from **Bank of Memories & Flowers** in Menomonee Falls, WI.

upstate new york unit

It took almost a village to make and deliver bouquets—over 370 of them—to veterans' hospitals in Batavia and Buffalo, NY. In Batavia, the big crowd of volunteers included board members, their kids, other volunteer florists, a few politicians including state assemblyman Stephen Hawley, along with Teleflora Territory Sales Manager Bob Guenther. The Unit also sponsored an essay contest involving the Batavia Elementary Summer School Program. In Buffalo, Unit board members were joined by National Guardsmen in making deliveries.



oklahoma unit

In Oklahoma City, Teleflora hosted the Oklahoma Unit for the design and delivery of 1,255 smile bouquets! Volunteer Teleflora employees helped to unbox and foam the mugs; florists from 10 flower shops were also represented on the project. "It was hard work," reports Teleflora Territory Sales Manager Suzi Lawrence, "but when Oklahoma Unit President Ronn Doby [of **Southpark Flowers** in Tulsa] and I went to deliver a bouquet to a recipient in the Meals on Wheels program, the smile on the face of our recipient made it all worth while!"



l.a. coastal counties unit

Volunteers from the Veteran's Hospital in Los Angeles and Elks Lodge delivered balloons and Be Happy Bouquets to patients.

Los Angeles Unit members designed Be Happy Bouquets in celebration of Make Someone Smile® Week in the flower room at Teleflora's Headquarters, Sunday, July 19th.



Local Los Angeles residents picked up their free Be Happy Bouquets in celebration of Make Someone Smile® Week at Teleflora's office Sunday, July 19th. Teleflora reached out to the surrounding community via Twitter to gain awareness for MSSW.



DC-MD-VA unit

Betty Whaley of **Tropical Expressions** in Sterling, VA was one of those who created smile bouquets for delivery by the DC-MD-VA Unit. Arrangements were also created by disabled persons, with help from the members of a civic club—another way of spreading the smiles around.



A big friendly message on the signboard and an attention-getting window display promoted Make Someone Smile® Week at **Bowen's Florist** in Prince Frederick, MD and encouraged customers to "send a smile."



arkansas unit

Teleflora florist Debbie Nussey of **Camden Flower Shop** along with Hunter Stacy and Jaley Green delivered smiles to residents living at Valley Oaks Nursing Home during Make Someone Smile® Week.



Teleflora employees Sarah Stricklin and Pete Black took time for a photo with a resident from Focus Inc after making deliveries for Make Someone Smile® Week out of Teleflora's offices in Paragould.

* 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.

smiles of recognition



Because Teleflora members work so hard to insure that Make Someone Smile® Week is a success, it's only fair that their efforts should be recognized in their local communities. Teleflora's PR team is there to make sure that happens. Actually, Make Someone Smile® Week is one of the PR team's favorite programs, because it allows the opportunity for direct collaboration of supportive member florists.

It is always gratifying to see the wonderful coverage Teleflora members receive from their local newspapers and broadcast outlets. For example, Ronn Doby of **Southpark Florist** in Tulsa, OK had cameras from all four networks—FOX, CBS, NBC, and ABC—follow him, along with other florists and volunteers, as bouquets were delivered to patients at the Children's Hospital St. Francis.



In Crystal Lake, a suburb of Chicago, Renee Blitek, owner of **Renee's of Ridgefield**, received her first media hit! A reporter from Renee's local newspaper, the *Northwest Herald*, interviewed her in her shop about her efforts. The reporter even videotaped Renee and her team as they created bouquets and posted the footage on the paper's web site.

Wayne DeBey of **The Flower Nook** in Salina, KS was interviewed and photographed as deliveries were being made for a feature story in the *Salina Journal*. Wayne also had his local NBC and ABC affiliates capture footage of his deliveries to patients at the Salina Regional Health Center. Wayne said it was the most media coverage he had ever received!

So many of our florists received such great coverage that we can't mention everyone, but some other highlights include Sue Kendall of **Kendall's Flowers** in Chickasha, whose photo of her designing a bouquet made the front page of *The Oklahoman's* Sunday paper.



Robbin Yelverton, owner of **Blumz by JR Designs** in Detroit, made the front page of the *Detroit Free Press*.



smiles take over rockefeller plaza

In an effort to generate national awareness of the program, Teleflora's PR team worked with president of the Big Apple Unit, Christine Constanzo of **Flower after Flower, Inc.** and Sean Beckert from **S.F. Falconer Florist** in Port Washington. Christine and Sean, armed with a few Be Happy Bouquets, hopped the subway early Wednesday morning and met up with a Teleflora representative with MSSW posters. Their mission was to get the bouquets and posters on-camera. The team not only succeeded in getting the bouquets into the hands of Al Roker and Matt Lauer, but Matt even gave a shout-out to Teleflora and the program!



can facebook and twitter get people into your shop?

“Social media marketing” is the latest buzz from business gurus. But does it work for florists? At Teleflora headquarters in Los Angeles, during Make Someone Smile® Week, we decided to give it a try.



We launched a project to get people in the local community to come to a central location where they could pick up free Be Happy Bouquets to give to someone in need of a smile. We did this by creating an event called the Make Someone Smile® Tweet-up (Tweet-up is short for Twitter meet-up). Using invitation tools like Twtvite (a 140-character invitation and RSVP), we searched for active Twitter users in Los Angeles who promote similar events and freebies. Using Facebook we also sent targeted invitations through our Fan Page to all fans living in California.

The key to success with an event like this is to create an information snowball. The event has to be cool, fun, and easy to attend so that people actually act on your invitation. In our case, we had moderate success in getting people to the event, simply because our time, date and location didn't make attendance very easy. But we learned from the experience and established connections that set us on the path to continued growth in our experiments with social media marketing.

An introduction to social media is among the topics offered in the form of online seminars (webinars) for those in Teleflora's eFlorist program. To learn more, contact our eflorist marketing team at efloristuniversity@teleflora.com.

marketer of the month



spotlight on a facebook florist

At **Chapel Hill Floral** in Bangor, ME, Barbara Frye checks her Facebook account every day and posts a little something to catch the attention of her shop's Facebook "fans." Her goal, however, is not just to build a community online. It is definitely "to get people to come into the shop. We want them to meet us in person and see what we do. That's how they're really going to come to think of us as 'their florist.'"



It might seem counterintuitive to think of using online social media, like Twitter and Facebook, as a way to physically bring people into your shop. But actually, this something social media does really well. They typically require users to identify their location in some way—like with a ZIP code or area code—precisely because people in the same geographic area have common interests and are likely to want to connect with each other.

Social media can work especially well in this way for florists, who tend to be already active and visible in their local communities. Going online can be a great way to expand your offline social and business networks—and vice versa. "I belong to a networking group here in Bangor," says Barbara, "and they are among the ones who always look at my Facebook posts." When Barb dedicated several short posts to Make Someone Smile Week, members of the group were among those who responded. "So there was talk about it," says Barb, "and sometimes that means more than running a special." Barb did both: she ran specials related to Make Someone Smile® Week, and also promoted the Maine Unit's project, delivering Be Happy Mugs to residents of a group home in Auburn. Barb is on the Unit board and hopes that next year there will be a Make Someone Smile® Week project in Bangor. "I want to get people jazzed!," says Barb. Facebook is a good place to start.

* Do you have a story about a program or promotion that has worked for you? If so, write us at newsletter@teleflora.com. Include a photo if you have one. If your story is featured in MyTelefloraNews, you will receive a \$100 American Express Gift Card!