



With a photo-filled display promoting America's Favorite Momn, Crazie Blossoms in Big Timber, MT was recognized as a state winner in Teleflora's Creative Merchandising Contest. Owners Peggy Mills (in front in the photo) and Rhonda Groff received two America's Favorite Mom Bouquet Floral Kits from Stems&Bunches—enough for 48 America's Favorite Mom Bouquets.

A small-town florist wins big—with America's Favorite Mom and with Teleflora Technologies.

Crazie Blossoms Floral Shop in Big Timber, MT, may be a small town florist, but that doesn't prevent them from thinking big. Big Timber is a town of approximately 2,000 people, yet Crazie Blossoms offers the same services you might find in a large retail flower shop, including gift cards.

"Even though we live in a small town, we want to offer our customers the same services as the larger retail florists in big towns do," explains Peggy Mills, co-owner of the shop with Rhonda Groff.

Crazie Blossoms decided to begin selling plastic gift cards to their customers a year ago, replacing their outdated paper gift certificates. "We looked into Teleflora's gift card program, which requires you to process your credit cards through Teleflora and purchase a new terminal," Peggy recalls. Crazie Blossoms was processing credit cards

with their local bank at the time, but decided the benefits of selling gift cards was worth the move to Teleflora. It turned out to be one of the best decisions they could've made.

"We originally decided to process our credit cards with Teleflora just so we could participate in the gift card program," says Peggy. But they've benefited in more ways than one. As Peggy explains, "the money we save in credit card fees each month processing with Teleflora more than pays for the new credit card terminal."

Their customers have also benefited, since Crazie Blossoms can now accept American Express and Discover cards through Teleflora, a service their previous credit card processor didn't offer.

Peggy and Rhonda love the convenience of having all their credit card transactions appear on their one Teleflora monthly

statement and the ability to view credit card transactions on myteleflora.com day or night—not to mention the professional gift cards they now sell to their customers!

"The gift card program is extremely easy, convenient and very inexpensive. During the holiday season, we loaded gift cards with \$5 and included one card with each wire-in delivery order. We are starting to see these customers return to our flower shop and utilize the gift card," explains Peggy. It's a great idea that's resulted in new customers and increased sales for Crazie Blossoms.

"What small florists have to realize is that just because you are small doesn't mean you can't succeed at running a successful business," Peggy concludes. "Small shops don't always have the money, but Teleflora makes it easy." 🌸

myteleflora news

JUNE 2008

For the phenomenal success of America's Favorite Mom—thank you!

As I wrote last month's letter, we already knew that we had a huge success with Teleflora presents America's Favorite Mom. In this issue, I want to share a little bit more of the news about how we achieved that success.

There is plenty of credit to go around. For more than a year, every part of the Teleflora organization has worked incredibly hard to create a new way to celebrate motherhood and to position Teleflora as the most exciting and innovative floral wire service in the business. Our member florists have been a big part of that success all along—marketing the program locally in a number of innovative ways as well generating and filling orders for moms all over the country. We have a lot more to say about that in the rest of this newsletter!

We started accepting nominations back in January and by April 25, over 18,000 were received! Once it was narrowed down to the 15 semi-finalists, some of you took time away from your everyday responsibilities to help us at the production shoots of the moms and their families. It became apparent to each mom that she was a semi-finalist when

one of you, our local Teleflora florists, pulled up and presented her with the America's Favorite Mom Bouquet. It was because of your help at each shoot that the America's Favorite Mom Bouquet was always perfect. This was a unique opportunity for our flowers to be the "star" of the show—and they were!

We also worked around the clock to generate awareness of this event with support from national TV and print campaigns, billboards, online advertising and promotions. Our public relations team worked hard on activities including outreach to local and national media and consumers. On Tuesday, April 8, Teleflora's America's Favorite Mom program received a one-minute call-out on "The Today Show" from on-air correspondents Ann Curry, Al Roker and Natalie Morales. The announcement included information about the program, the nomination process and our hosts Donny and Marie Osmond. At the end of the call-out, our Teleflora AFM logo was prominently featured!

In addition, our public relations team worked with Associated Press TV reporter Frazier Moore on an exclusive story announcing Donny and Marie Osmond

as hosts of the "Teleflora presents America's Favorite Mom" program. The story was a great third-party endorsement of the show and was picked up by over 60 top-tier news outlets including the Los Angeles Times, the San Francisco Chronicle, MSNBC.com and FoxNews.com. We have also received other stories and mentions about the program. Since announcing the program in the New York Times back in January, we have received nearly 500 million media impressions. These articles help drive awareness about Teleflora and you, our local florists.

I don't want to sound like a broken record, but this could not have been a success without you, our member florists. We did this for you—to create greater awareness of Teleflora and our member florists and to stimulate primary demand for having flowers that are hand-arranged and hand-delivered. There is a difference!

Shawn Weidmann is President of Teleflora.



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A Daisy a Day celebrates three generations of strong florist mothers.

“My mother says all florists are optimists,” says Julie Eschbach of **A Daisy A Day in Snellville, GA.** “And she should know. She was born into the business”—literally. “My grandmother had just finished directing a wedding,” Julie tells. “As the bride walked down the aisle, Grandmother hailed a cab, and mother was born one hour later.”

Whether it’s optimism or sheer grit, all three ladies share a quality of determination that has been passed down through the generations. Julie’s grandmother opened retail florist shop in 1931. “You had to be defiantly optimistic to open a business dealing with a perishable product during the depression!” Julie comments. “My grandfather grew all the flowers for the retail shop. Mother tells the story of the afternoon it hailed and all the glass panes broke in the greenhouses, thus damaging the flowers for their livelihood. To this day it brings tears to her eyes. But whenever I feel I don’t have the strength to face the challenges of the day, I hear my mom saying, ‘The show must go on!’ ”

Julie too was “born into the business”—on May 17th. “Mother smiles when she recalls Grandmother saying, ‘Wait until after Mother’s Day!’ Today, three generations—Julie, her parents, and her children—work together at the shop to make each holiday a success.

“I am privileged and proud to be part of a line of strong woman florists who love the beautiful floral business,” says Julie. “My mother taught me how to run a flower shop in terms of how to deal with suppliers, employees, bankers, taxes and family members. But most of all, my mother taught me how to muster my inner strength to face the challenges that confront me as a woman

Rothe Florists and Mother’s Day share a centenary.

For **Rothe Florists in the Mount Airy neighborhood of Philadelphia, PA,** 2008 marks the 100th anniversary, not only of Mother’s Day, but also of the shop—still in the family after four generations. A good many things have been updated, of course, since 1908—including delivery vans. (Shown is one of the shop’s first, a 1912-13 Ford Model T.) The current owner, Herbert B. Rothe, III, took over the reins just last year from his father, Herb Rothe Jr., and mother, Linda Rothe. A horticulture graduate of Penn State University, Herbert and his wife Cheryl plan to carry on the tradition of supporting civic activities in Mount Airy. “I am honored to carry on the family business in this community that has been like family to us,” he proclaims. 🌻



Mother’s Day flowers on the Food Network—thanks to Teleflora!

Each week on the Food Network’s hit show “Dinner: Impossible,” Chef Michael Symon is challenged to prepare meals under extreme conditions. For a Mother’s Day episode, the goal was to prepare a picnic for 150 moms and their families—a total of 500 people. It was all happening in—where else?—Grafton, WV, where the very first Mother’s Day was celebrated in 1908. Michael had to shop for the meal and prepare it in just six hours.

But if it’s Mother’s Day, there have to be flowers, right? And the floral designers were under the same time constraints as the chef. Teleflora’s own Marie Ackerman traveled to Grafton to participate in the show as an advisor, discussing with Michael on camera how the site should be decorated, event logistics and the role that flowers play in the Mother’s Day tradition.

The floral materials and colors were based on the personal favorites of Michael’s mother—who was his surprise helper for the event. More than 1,500 roses in rich reds and vibrant yellows were used. And each mom went home with her own long-stemmed rose as a special treat for Mother’s Day. In addition, sunflowers, solidaster, alstroemeria and carnations were used to round out the floral décor. It was an invitation-only event—and was BYOQ (bring your own quilt) for sitting on the beautifully manicured lawns of the event location. Quilts were also used to add a quaint touch to the tent settings. Last-minute location changes, threatening rain and wind storms and other additions made the design portion a big challenge—even for a seasoned veteran like Marie. Luckily, Marie had some help of her own from local Teleflora florist Sheila Larew of Grafton Floral, who worked tirelessly to help make the event spectacular.

At press time, the air date for this special episode had not been yet been determined. Be sure to watch for it this summer! 🌻



Celebrity chef Michael Symon prepared both food and flowers for a Mother’s Day extravaganza on the Food Network’s “Dinner: Impossible” with a lot of help from his mom, his sister, and Teleflora Vice President of Education Marie Ackerman AIFD, AAF, PFCI.

The best moms ever? Just as I expected. Florist moms!

America’s Favorite Mom was an extraordinary, complex, multifaceted event with a simple truth at its core: mothers are the most amazing people on Earth. Of all the many different parts of America’s Favorite Mom, the one that drove home that truth for me with the greatest impact was the part we called “Teleflora’s Favorite Florist Mom.”

This was where we invited Teleflora members from the U.S. and Canada to submit essays about their favorite moms in the floral industry. You’ll be hearing a lot more about many of these remarkable women in the next issue of this newsletter. Being a mother is often a daunting challenge all on its own. So is being a florist. When you put the two together, you find some pretty wonderful examples of caring, commitment, and perseverance.

But for now, I can tell you the name of the grand-prize winner. She is **Lyn Shipman, of Brenda’s House of Flowers in Woodstock, GA.** Lyn will receive a VIP trip for four to Los Angeles, airfare, hotel accommodations and a studio tour—which amounts to a small token of recognition for her selfless service to her children. When you read it next month, I know that her story—and those of other finalists—will delight and inspire you as much as it did me. These are the kind of stories that make you proud to be a florist—but even more important, proud to be a human being.

Thanks to all who submitted essays—and congratulations to all the admirable florist moms everywhere! 🌻



Tom Butler AAF is Chairman of Teleflora.

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

Creative displays played a huge part in making

Announcing the Creative Merchandising Contest winners!

Florists from all over showed enormous creativity in their entries to the America's Favorite Mom Creative Merchandising Contest. The original idea was to select one winner from each state. Entries were received from 33 states; in the end, two states had such creative submissions that co-winners were selected from those states, for a total of 35 winners.

Each state winner received a certificate to display in the shop, denoting them as a winner of the contest—along with enough flowers from Stems&Bunches to create 48 America's Favorite Mom Bouquets this past Mother's Day. "What an awesome prize!" says Heather Potter of Neddermann's Florist in Thomaston, CT, whose grandmother—and avid quilter—helped Heather and her staff execute the display at below left. Following is a list of all of our winners. Congratulations to them and thanks to all who entered.

Alabama	Sweet Gardenia - Dothan AL	Michigan	French's Flowers & Gifts – Livonia, MI
Alaska	Tropical Oasis - Anchorage, AK		Thrifty Florist – Taylor, MI
Arkansas	Adams Florist – Paragould, AR	Montana	Crazie Blossoms Floral Shop – Big Timber, MT
	Siloam Flowers & Gifts – Siloam Springs, AR	Nebraska	Kent's Flowers – Fremont, NE
Arizona	Bud-azzles Floral and Gifts – Surprise, AZ	New Jersey	Adrienne's Flower Garden – Union, NJ
California	McCool Flowers – Dana Point, CA	New York	Arnold Florist, Greenhouses & Gifts – Homer, NY
Connecticut	Neddermann's Florist & Greenhouse – Thomaston, CT	North Carolina	Do A Little Florist – Charlotte, NC
Delaware	Edward F. Lewis & Sons – Wilmington, DE	Ohio	Seville Flower & Gift – Seville, OH
Florida	Addington's Florist – Venice, FL	Oklahoma	Flower Emporium – Harrah, OK
Georgia	Petals & More – Augusta, GA	Oregon	Flowers by Darlene – Scappoose, OR
Idaho	Boise at its Best – Boise, ID	Pennsylvania	Bates Flower Shop – Aliquippa, PA
Illinois	Bev's Flowers Are Us – Monmouth, IL	South Carolina	Something Unique Flowers & Finery – Williamston, SC
Iowa	Flowers 'N More – Osceola, IA	Tennessee	Chattanooga Florist – Chattanooga, TN
Indiana	The Flower Shoppe of New Albany – New Albany, IN	Texas	Flowers by Patty – Waxahachie, TX
Kansas	The Flower Nook – Salina, KS	Virginia	Elegant Wishes Flowers & Gifts – Dumfries, VA
Maine	Flowers, Etc. – Brunswick, ME	Washington	Shannon's Flowers & Gifts – Bothel, WA
Maryland	Jennifer's Country Flowers – Glen Burnie, MD	Wisconsin	Hoffman's Flowerland – Sheboygan, WI
Massachusetts	Affairs to Remember – Melrose, MA		



"We thought about a few ideas but decided that an America's Favorite Mom flag was the only way to go," says Heather Potter of Neddermann's Florist and Greenhouse in Thomaston, CT, of her merchandising display at left. Above, Tropical Oasis in Anchorage, AK said it loud and clear with plush puppies and dangling hearts.

America's Favorite Mom a big success!

Look at what our Teleflora "Secret Shoppers" found as they traveled around the country!

Teleflora Marketing Counselors wore their "Secret Shopper" hats when visiting shops this year. From January through April, they found incredible examples of what members could do when challenged to be creative. Members with outstanding merchandising displays were awarded a \$100.00 American Express® Gift Card and received a certificate recognizing them as a "Secret Shopper" contest winner. Shown here are just a few examples of their merchandising magic. Congratulations to all of our winners! They are listed here by state.

Saraland Florist & Gift Shop – Saraland, AL
 Razzle Dazzle Flowers & Gifts – Apache Junction, AZ
 Adams Florist – Paragould, AR
 Alvin Taylor's Flowers - Paragould, AR
 Classic Flowers – Forrest City, AR
 Searcy Florist & Gifts – Paragould, AR
 Fanny's Flowers – Temple City, CA
 Heavenly Gifts & Florist – Lakeside, CA
 The White Lotus Florist – Cerritos, CA
 Forever Flowers & Gifts – Centennial, CO
 Lafayette Florist, Gift Shop & Garden Center – Lafayette, CO
 A Floral Boutique – Ormond Beach, FL
 Four U Flowers – Palm Coast, FL
 Heaven Scent Flowers – Bonita Springs, FL
 Hunter's Creek Florist – Orlando, FL
 Riverdale's Floral Boutique – Riverdale, GA
 Boise at its Best – Boise, ID
 The Flower Market – Greenwood, IN
 Aebersold Florist – New Albany, IN
 Lauer Floral & Garden Center – Tell City, IN
 Flower Farm - Rockport, IN
 Larson's Florist & Greenhouses – Waukegan, IL
 Pope's Florist - Waukegan, IL
 Valley Flowers – Spring Valley, IL
 Winfield Flower Shoppe – Winfield, IL
 Flowers on the Avenue – Muscatine, IA
 Ann's Flower Shop – Auburn, ME

Boothbay Region Greenhouses – Boothbay Harbor, ME
 Dodge the Florist – Portland, ME
 Flowers, Etc. – Brunswick, ME
 Riverside Florist – Dover-Foxcroft, ME
 Uniquely Yours – Thomaston, ME
 Beverly Hochstedt Florist, Inc. - Baltimore, MD
 Four Season's Florist & Gifts – Smithsburg, MD
 New Creation Flowers & Gifts – Baltimore, MD
 Affairs to Remember – Melrose, MA
 Flowers of the Lakes – White Lake, MI
 Foxfire Farm Country Store and Floral Shop – Algonac, MI
 June's Floral Company – Mt. Morris, MI
 Thrifty Florist – Shelby Township, MI
 A Lasting Impression – Queensbury, NY
 Kathy's Country Florist – Nunda, NY
 Pittsford Florist – Pittsford, NY
 The Flower Basket – Lakewood, NY
 Uptown Florist – Olean, NY
 Jordan House Flowers & Interiors – Greensboro, NC
 Kirby's Flowers – Portsmouth, OH
 Pete's Posey Patch – West Unity, OH
 Ann's Secret Garden – Bethany, OK
 Capitol Hill Florist & Gifts – Oklahoma City, OK
 Cheevers Flowers – Oklahoma City, OK
 Flower Emporium – Harrah, OK
 Graves Floral & Greenhouses – Shawnee, OK
 Howard Brothers Florist – Oklahoma City, OK
 Lily's A Flower Boutique – Burgettstown, PA
 Janet's Floral Creations – Williamsport, PA
 Snyder's Flowers – Beaver, PA
 The Flower Shop – Sioux Falls, SD
 Fancie Flowers - New Braunfels, TX
 Tomlinson's From the Heart Flowers & Gifts – Malakoff, TX
 Country Cottage – White Stone, VA
 Finishing Touch Flower Shop – Fredericksburg, VA
 Witham's Floral Designs – Fairfax, VA

Blossom Boutique Florist – Kent, WA
 Shannon's Flowers & Gifts – Bothel, WA
 Special Occasions Unlimited – Elkview, WV



Aebersold Florist in New Albany, IN



Winfield Flower Shoppe in Winfield, IL



Fanny's Flowers in Temple City, CA

Delivering the biggest smiles ever to semi-finalists in America's Favorite Mom

Semi-finalists in the nationwide search for America's Favorite Mom were notified when a local Teleflora florist personally delivered the speciallydesigned America's Favorite Mom bouquet, the true centerpiece of Teleflora's America's Favorite Mom search, to each of their homes. A big thank you to the following members who were part of this special event:



(shown left)
Kit Thompson and Tim Donahoe of Sanford Flower Shop in Sanford, FL



(shown right)
Charles Carithers of Carithers Flowers in Marietta, GA with semi-finalist Lena Mae Ledford

Cara Grahman, Antioch Florist - Antioch, CA
 Connie Michaelson, Sunfresh Flowers - Carlsbad, CA
 Tony Seiji, Edelweiss Flower Boutique - Santa Monica, CA
 Carole Jackson, Security Florist - Security, CO
 Kit Thompson and Tim Donahoe, Sanford Flower Shop - Sanford, FL
 Rose O'Berry, A Special Rose - Tampa, FL
 Charles Carithers, Carither's Flowers - Marietta, GA
 Lavada Fitzgerald, Lavada's Flowers and Crafts - Beattie, KS
 Mark and Roger Villere, Villere's Florist - New Orleans, LA

Bill Guber and Joy, Broadway Floral & Gift - Denville, NJ
 Cindy Hoffman and Callie Schmidt, Flowers by Teddie Rae - Pryor, OK
 Peggy Sisisky, The Flower Cottage - Charleston, SC
 Lisa Mcleroy, Flowers by Sandra - Duncanville, TX
 Louie Walston, Nan's Blossom Shop - Bryan, TX
 Tammy Austin, Christell's Flowers - Kileen, TX
 Roberta May, Paul's Flowers - Bremerton, WA
 Sue Ann Hoffman, Keefe's Flowers - Casper, WY

On the road with America's Favorite Mom—including a special tribute to Opal Trundle.

By Marie Ackerman AIFD, AAF, PFCI

As part of America's Favorite Mom, Teleflora's resident floral artists—Rich Salvaggio AIFD, AAF, PFCI; Jen White; and myself—traveled to cities where the nominees lived, to participate in filming the segments that appeared on the Today Show and the Mother's Day special. We worked with the florists who delivered the bouquets that announced, "You are a semi-finalist." It was an incredible experience to visit these amazing women (and florists!) in their home settings and see firsthand how proud their children and communities were of them.

But, my favorite experience wasn't even with one of the semi-finalists. Instead, it was meeting Opal Trundle in Chouteau, OK. You see, Opal was celebrating her 100 birthday on Mother's Day 2008. She was born on the first Mother's Day in 1908—about one year after Oklahoma became a state in 1907. She was nominated by her granddaughter (who shares her May 11 birthday). It was amazing to meet someone who had a 79-year-old daughter, and a life full of fun stories of family and farm life. Opal's mother and father came to Oklahoma for the land run from California in a covered wagon. Opal's husband worked for the railroad, and they also worked a farm near Tulsa. Opal's secret (as told to us by her 80-year-old only remaining sister) is hard work and the motto "family first." She told how Opal, once she had her own family, would make Sunday dinner for anyone whom she could invite. It was a lavish meal made entirely from things they'd grown or livestock they raised. Her children spoke about how poor they were—but they never knew it. They called her "a strict disciplinarian"—yet they remember that their mother's rules became their own rules for their children.

To celebrate, Teleflora sent Opal an arrangement of 100 roses to mark the occasion. And, Teleflora will be sending Opal a fresh arrangement every month of her 100th year!



Callie Schmidt of Flowers by Teddie Rae in Pryor, OK delivered a special bouquet to Opal Trundle, 100 years old on May 11, 2008.



It's not too late to register for a class at Teleflora's Education Center!

A few spots remain in classes through the end of this year. It's a great time to make an investment in your professional skills, from design to business. All design classes include personalized instruction and hands-on experience. Classes begin on a Sunday with brunch and run through Wednesday at 1:00 p.m. To register or to receive a brochure, call the Teleflora Education Center at 800-456-7890 or visit MyTeleflora.com.

Traditional Wedding Design

June 22-25, 2008

Instructor: Joyce Mason-Monheim AIFD, PFCI

Study the elements of a "traditional wedding" and learn how to add a twist that makes the day unique. Included are all the classic forms of bouquets, from clutches to cascades, as well as classic forms in ceremony and reception decor. Learn techniques for selling a wedding and how to price your designs for profit.

Creative Edge - Design Influences from the East

July 13-16, 2008

Instructor: Hitomi Gilliam AIFD

Using some of the principles of ikebana, the Japanese art of floral design, you will learn

how to achieve designs you never dreamed were possible. This is art-form designing at its best. You'll be challenged to create designs that capture and explore bits of nature others often overlook. The highly interactive hands-on sessions will reignite your creative spirit and send you back home with a set of creative discoveries.

European Hand-tied Bouquets NEW!

July 27-30, 2008

Instructor: Els Hazenberg AIFD

Master the fine art of creating hand-tied bouquets the way the Europeans do—especially the famous stem spiral that denotes a properly constructed bouquet. Learn how to create various styles of hand-tied bouquets and apply decorative wrappings for delivery and in-shop sales.

Decorating Today's Home with Permanent Botanicals

August 17-20, 2008

Instructor: Matt Wood AIFD

Permanent-botanical designs are essential accessories in today's interior decor. Creating and selling them requires the ability to select and combine materials to tell a story or evoke an emotion. This class will give you practical experience in doing just that.

Business Smarts Summit: Operating a Successful Retail Flower Shop

September 7-10, 2008

Instructor: Paul Goodman CPA, Tim Farrell AIFD, AAF, PFCI and Marie Ackerman AIFD, AAF, PFCI

Designed for the new flower shop owner or manager, or for someone who has been in business for a few years but is looking for new insights, this innovative workshop will teach you to work smarter—not harder, for higher profits and fewer headaches. A team of experts in floral business shares their perspective and stimulates lively group exercises with other florists.

Everyday Design

September 28–October 1, 2008

Instructor: Tom Bowling AIFD, PFCI

Want to learn how to create everyday designs that have that special little "something extra" that customers really connect with? This class will challenge you to make designs for everyday occasions—birthdays, babies, get well, thank you and congratulations—with an engaging twist! See new mechanics and materials that will renew your enthusiasm for the designs you create and sell every single day.

