

## Selling a popular kids' toy has boosted traffic, awareness and flower sales for this upstate New York shop.



*Kids go crazy for the Webkinz line of plush toys and related online activities at the "Webkinz World" website. At Designs of Elegance in Pulaski, NY, Robin Philips has created a Webkinz room at the back of the shop—where parents have to walk by the flower cooler and other shop displays to reach it. The Webkinz room even includes computers (below right) where the kids can log on to register their new "pets." Carrying the line has brought in new customers and increased sales.*

If you haven't heard of Webkinz, you are clearly not the parent of a young child. Webkinz is a phenomenon that has taken the world of 6-to-13-year-olds by storm. The youngsters purchase real-life stuffed animals and then go online to a website where they can play with and care for the virtual analogs of their plush "pets." Parents like Webkinz because the website features educational games and other learning incentives.

As a mother of three, Robin Philips of **Designs of Elegance in Pulaski, NY** was already well aware of Webkinz when she noticed two things about shopping in her area: 1) with higher gas prices, more and more people wanted to do their shopping

locally, and 2) the nearest Webkinz store was in Syracuse, forty miles south.

Deciding to sell Webkinz might seem like an easy decision, but Robin went further than that. Along with Webkinz, she brought in Webkinz accessories (clothes, trading cards, and more) and set them up in a "Webkinz room" at the back of the shop. "We've also set up three computers so that the kids can go online and log in their new pets," Robin reports. "The kids love it and the parents love it too."

Webkinz aren't difficult to sell, but Robin has made the most of the opportunity they present to create good community relations. If parents liked it when they didn't have to drive 40 miles to appease their children, you can imagine how much they appreciate the program Robin started called "Perfect Pets for Perfect Grades." "Students from local schools bring me their 100% tests and papers from school and register to win a free Webkinz, which we draw for on the last day of the month," Robin explains. "Then we put the winner's name on our sign in our parking lot. The kids go nuts! And the moms are always commenting on how much harder their children study, so they can get 100s and register for a free Webkinz."

Webkinz have been profitable all by

themselves—but do they also lead to more flower sales? You bet. "Since the Webkinz room is in the back of the shop, the kids and their moms, dads, or grandparents have to walk past the candles, gourmet foods, gifts baskets and fresh flower cooler to get there," notes Robin. "They get a feel for our shop before they even see the Webkinz."

And, these are mostly brand-new customers. Although Designs of Elegance is located on the main road in Pulaski, she's heard over and over again from those who come in to purchase Webkinz, "I always wondered what this store was! What a beautiful shop you have—and I didn't know you carried this line of candles."

Diversification is a time-tested strategy for florists to improve the bottom line. But like any business strategy, it requires active marketing and public relations to reap the true benefits. 🌸



## 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

MARCH 2009



Teleflora's Unit Presidents are "stars" of floral education! [page 4](#)

## Taking action in a tough economy: Teleflora's Super success.

At a time when many consumers are holding out for bargains or hesitant to buy at all, it's vital for us to find bigger, better ways to educate potential customers about the unique value of getting hand-arranged, hand-delivered bouquets. Teleflora has a tremendous advantage over other national floral brands in that it is the only one where all of its bouquets are hand-arranged and hand-delivered by local florists.

Armed with that distinction, we are heightening efforts to generate orders for our member florists through our consumer-direct business. Our commitment to generate as many orders as possible and to keep those orders in your capable hands stands in stark contrast to our competitors who drop ship as much as 80 percent of their orders and completely bypass local florists.

Drop shipping of flower orders takes more than \$500 million worth of orders out of the hands of local florists and we at Teleflora are going to do everything we can to get those orders back where they belong—into the hands of florists.

So far this year, we're off to a resoundingly strong start. Millions of Americans are now more familiar with the Teleflora difference, thanks to our Talking Flowers commercial, which aired last month on Super Bowl XLIII.

According to official ratings data, Super Bowl XLIII was the most viewed television program in U.S. history, drawing a total audience of 151.6 million viewers. This topped the previous Super Bowl record audience of 148.3 million viewers by 3.3 million viewers. (The commercial aired again one week later on Pro Bowl.)

To capitalize on the commercial's impact, we boldly highlighted the Teleflora difference on the home page during this period. By rotating the home page and dedicating a separate page to that key selling point, we positioned local florists as flower experts. We also researched which sales messages are most successful.

Going forward, we'll seek to keep giving people new reasons to buy non-holiday flowers in addition to their traditional Easter and Mother's Day purchases.

Speaking of Mother's Day, our Mom's Shopping Spree Sweepstakes is right around the corner. This promotion is another example of our steady efforts to spur consumer-direct business as well as a great way to help celebrate our 75th anniversary. 🌸

Shawn Weidmann is President of Teleflora.



## In this issue:

- A Dutch Deal* .....page 3
- A Word from Tom* .....page 3
- Unit Presidents Meet at Teleflora* .....page 4
- Surprise Package* .....page 5

- Product Tips for Upcoming Holidays* ...page 6
- Marketing Makeover, Part 2* .....page 7
- Fighting Cybercrime* .....page 7
- Marketer of the Month* .....page 8

## faces & places

### Congratulations to our Rubies & Roses and Big Game sweepstakes winners!

By purchasing all five of our 2009 Valentine's Day codified products by December 22, 2008, florists were eligible for the Rubies & Roses sweepstakes. Our grand-prize winner receives free Teleflora membership for one year. Five first-prize winners receive their choice of a Stems&Bunches rose pack or a Rubies & Roses flower pack.

### Rubies & Roses Grand Prize Winner

C & J Florist & Greenhouse, Berlin, NJ

### Rubies & Roses First Prize Winners

Angela's Flowers & Gifts, Santa Clara, CA  
A Song's Florist, Sunnyvale, CA  
Inspirations Flowers & Gifts, Inc., Big Spring, TX  
S. F. Falconer Florist, Inc, Port Washington, NY  
Towanda Florist & Gifts, Towanda, PA

Florists who purchased at least three of the four Valentine's Day 2009 codified products by January 23, 2009 were automatically entered into the "Big Game Florist Sweepstakes." Ten grand-prize winners received a \$500 gift card to Best Buy to purchase a flat-screen television or another item of their choice. Fifty first-place winners receive free Teleflora membership for three months, while 200 second-place winners received a \$100 American Express® gift card to celebrate the "Big Game."

### Big Game Grand Prize Winners

A Blossom For Every Occasion, Parsons, KS  
A Standing Ovation Floral, Port St. Lucie, FL  
Brighton Florist, Brighton, CO  
Carousel Flowers, White City, OR  
Dodson's Floral, Ardmore, OK  
The Flower Shop, Fremont, CA  
Flowers & Gifts, Baltimore, MD  
Gillespie Florists, Indianapolis, IN

Holloman AFB Flower Shop, Holloman AFB, NM  
Hy-Vee Floral Shop, Sioux City, IA

Big Game first-place and second-place winners can be found on myteleflora.com.



### Teleflora Units are recognized for outstanding efforts in floral-industry education.

Each year during the annual Teleflora Unit Presidents' Meeting in January, Units and Unit leaders who did an exceptional job during the previous year are recognized at both the regional and the national level. This year, the National Benevolent Award went to the Northern-California Unit. This award recognizes the unit that did the best job with Make Someone Smile Week. The National Achievement Award—the top national award—went to the Michigan Unit. Above, from left to right: Jack Howard, Teleflora Vice President of National Sales; Rich Salvaggio AIFD, AAF, PFCI, Teleflora Vice-President of Industry Relations and Publications; Shawn Weidmann, President of Teleflora; William B. Smith, President of the Michigan Unit of Teleflora; Karen Genoud, President of the Northern California – Nevada Unit of Teleflora; and Tom Butler, Chairman of Teleflora.

All of the Unit awards, both national and regional, are listed below. Congratulations to those who did a superb job of bringing educational opportunities to their fellow florists! For more on the Unit Presidents' Meeting, see pages 4-5.

### Western Region

**Leadership Award:** Cathy Sheehan, Washington State Puget Sound Unit  
**Continued Success Award:** Northern California-Nevada Unit

**Outstanding Unit:** Los Angeles Coastal Counties Unit

### South Central Region

**Outstanding President:** Bruce Easley, TMFA, North Texas Unit

**Most Improved Unit:** Oklahoma Unit  
**110% Award:** New Mexico-Westexas Unit

### Northeast Region

**Communication Award:** Upstate New York Unit

**Outstanding Leadership Qualities:** Heather Potter, Connecticut Unit

**Outstanding Unit:** Maine Unit

### Southeast Region

**110% Award:** Alabama Unit

**Most Improved Unit:** West Virginia Unit  
**Outstanding Leadership Award:** Steven Jones, South Carolina Unit

### Central Region

**Outstanding Leadership Award:** Tammy Krein, Minndakota Unit

**Most Improved Board:** Ohio Buckeye Unit

**Outstanding Treasurer Award:** William B. Smith, Michigan Unit

### National Awards

**National Benevolent Award:** Northern California-Nevada Unit

**National Achievement Award:** Michigan Unit

## products, promotions, events

# Get the best flowers— at the best prices.

Want to be on the forefront of trends in your market, introduce new flower types and varieties to your customers, and have the newest and freshest products arrive in your shop weekly? Then you might be the perfect shop to sign up for "The Best of The Dutch Palette" from Stems&Bunches.

The Best of The Dutch Palette is a weekly, 12-month standing order from our best grower partner in Holland. This offer is available to you with deliveries on Wednesday, Thursday or Friday. When you sign up, you will receive the best of Holland delivered directly to your door; the flower assortment and colors will change with the season. Get your peonies in May and your amaryllis in December without ever making a call! Keep your flower selection fresh and your customers interested for less than \$300 a week.

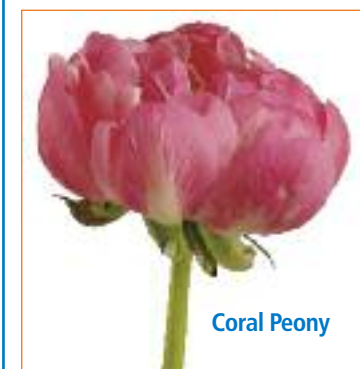
You can view the flower selection and delivery timeline inside your Feb/Mar/Apr Resource Guide. If you would like to sign up for The Best of The Dutch Palette or have additional questions, please contact our dedicated flower specialists at 800-794-8288.



Green Amaryllis



Tulip



Coral Peony



Purple Hyacinth

## a word from tom

# New strategies are helping florists get new customers—and keep the old.



Marketing is a creative, cutting-edge endeavor at La Crosse Floral in La Crosse, WI, which recently celebrated 100 years in business. From left to right, Tom Butler, Teleflora Chairman, Linda Zoerb and her father, John Zoerb, owners of La Crosse Floral, and Dan Natalizio, Teleflora Territory Sales Manager.

How do you stay successful after 100 years in business? Here's the answer I got from Linda Zoerb at **La Crosse Floral in La Crosse, WI**: "You have to keep reinventing yourself."

Linda is one of the industry's creative marketers. She has undertaken some adventurous strategies: She advertises on billboards. The shop's vans are decorated with big three-dimensional bows that are recognized everywhere in town. Linda has even advertised on television, and in partnership with her local TV station, has launched a texting campaign that results in great publicity and also gets people into the shop. "Today people want to do everything on their cell phone, including order flowers," says Linda. "It's the coming wave."

Still, Linda's eFlorist website is fundamental to her marketing approach. "Websites—that's where people are finding you," she says. "Customers looking to buy flowers are going online at ten o'clock at night. I can't imagine not offering my customers the option of placing an order from me 24/7."

"And it's not just the younger generation. The other day we had a gentleman in his late 50s come in and ask for a named item from Teleflora.com, which he had looked up on his lunch hour. Plus, he already knew he wanted the deluxe! There's online selling for you!"

I feel confident that the combination of creative marketing and Teleflora services can keep shops like La Crosse Floral thriving for another 100 years. Congratulations and kudos, to Linda, John and all of you innovative marketers out there.



Tom Butler AAF is Chairman of Teleflora.

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

## teleflora in the news

Like Teleflora, the School of American Ballet is celebrating its 75th anniversary! The prestigious school and its sister ballet company, the New York City Ballet, held the first in a series of galas and fetes planned for 2009 at Lincoln Center in New York City on Wednesday, January 14. The décor incorporated elegant deep purple linens, silver chairs and seat cushions, and Teleflora arrangements of calla lilies, hydrangeas, and roses arranged by **Macres Florist** (top right photo).

Meanwhile, across the country in Utah, celebrities and wheeler-dealers overran the small, quiet town of Park City, in town for the Sundance Film Festival. Among the many glittering events was a brunch for 150 guests hosted by Island Def Jam—the largest record label in the world, with over 400 artists from Jon McLaughlin to Mariah Carey. Exquisite arrangements with white orchids and calla lilies, courtesy of Teleflora and the team at **Chesa Verde Florals**, were seen around the venue.



## Continuing education is more important than ever, Teleflora's Unit Presidents agree.

### "With your help, Teleflora will continue to be the education leader."

That's the promise made in January by Teleflora President Shawn Weidmann to the annual gathering of Teleflora Unit Presidents. The Unit leaders gather once a year to compare notes and absorb strategies for planning and executing Unit-sponsored local educational programs all across the country.

Despite the national slowdown in sales, Teleflora's budget for education won't be cut, said Shawn, because now more than ever is when florists need the skills and tools they get from these ongoing educational programs.

The meeting is focused on the logistics of producing the programs and on raising awareness about the challenges faced by florists in today's marketplace—and how to meet those challenges. It takes place in Los Angeles, where the Unit Presidents have the opportunity to meet with members of Teleflora's executive team, sharing insights about the state of the industry in an often spirited exchange.

"We're getting lots of information—it's a lot to take in, but all very helpful," said Bonita Hampson, first-year president for the Indiana Unit. The Unit Presidents are elected by their fellow florists for two-year terms, which are staggered so that at each annual meeting, about half of the presidents are newly elected, while the other half have a year's experience under their belts to share with the newbies.

Like many Unit Presidents, Bonita first got involved as a member of her local Unit board, volunteering to help with the Unit's educational events. Being part of the programs is "a rush," says Bonita. Her shop is small and not fully staffed, so that she sometimes has to close it down temporarily to assist with a program, "but it's worth it," she says. "You get so inspired!"

### Challenges and opportunities

In his conversation with the visiting florists, Shawn noted some of the overall trends that are affecting the industry, many of them accelerated by the current state of the economy. The trends pose difficult challenges for florists—and offer opportunities for those who rise to the challenge. Among them:

- Orders continue to move online—"but there are still plenty of orders out there," said Shawn. The trick is to capture them. Teleflora is doing this for its members via Teleflora.com, which relays 100% of the orders placed there back to Teleflora member florists.

Even more significant, however, is the volume of orders captured by florists who maintain and market their shop's own websites. While florist-to-florist volume is going down, the average eFlorist site was up over 40% last year. Even at the end of 2008, after a tough

Thanksgiving and Christmas, eFlorist order volume was up 21% versus the same time period in the preceding year. That's a very impressive record of growth!

- Another trend noted by Shawn is that orders are coming in later and later each holiday season, suggesting that customers are waiting until the last minute to make their purchasing decisions. While that's frustrating for florists, it could be a good thing—a good thing, at least for those who provide hand-arranged, hand-delivered flowers. "You guys have a structural advantage" over the drop-shippers, Shawn noted, in the last two to three days before a holiday, when more and more of the orders are being placed.

- Finally, said Shawn, it has become clear that marketing is the key to surviving—and even thriving—during the recession. Regional Vice President of Technology Sales Mark Schaefer reinforced this point in a separate presentation. While 2008 was already a tough year, and some shops went out of business, "I have talked to customers throughout my region who had double-digit increases last year, due to marketing," Mark said.

Doubtless all these messages will be woven into Unit programs during the coming year, along with creative and cost-effective ideas for floral design. The visiting Unit Presidents also had the opportunity to mingle with Teleflora's renowned team of 20 Education Specialists, who deliver the Unit-sponsored programs, so they could get a better feeling for which among the "Ed Specs" would make the best fit for their Unit area's needs.

### Giving and receiving

Among other activities, the Unit Presidents got a heartwarming review of last year's Make Someone Smile Week, the benevolent program that is carried out by the Units every July. Unit members make and deliver thousands of arrangements in Teleflora's smiling Be Happy mugs to invalids, nursing-home residents, and others who might not otherwise receive flowers. Not only does the program deliver smiles—it also creates a wave of positive publicity each year for flowers and professional florists.

"In the Units Program, our core mission is making education accessible and affordable for Teleflora florists," says Rich Salvaggio AIFD, AAF, PFCI, Teleflora's Vice President of Publications and Industry Relations. "But Make Someone Smile Week is also very much at the heart of the Units Program, which is fueled by the generous volunteer spirit of our Unit Presidents, along with other Unit members who make it all happen. They are true heroes of the floral industry, and we can't thank them enough!"



From top to bottom: Teleflora's five Regional Unit Directors and National Unit Liaison were among the florists who attended the annual Unit Presidents' Meeting. A game involving Hollywood "stars" gave the Unit Presidents a chance to meet the Teleflora Education Specialists. Unit Presidents relaxed in between working sessions, which included a visit with Teleflora President Shawn Weidmann.

## Introducing Teleflora's Surprise Inside Vase!

Launching in Spring 2009 is the new vase that will add great flexibility and creativity to your floral arrangements: Teleflora's Surprise Inside! This addition to our everyday lineup of containers offers countless ways to add fun and surprises for any flower-giving occasion. The FDA-approved, patent-pending design allows florists to fill the container with food items, home décor accessories and more! Plus, the container could be a fun way for florists to hold contests for their customers by asking them to guess the quantity of the item inside!

We have created two codified bouquets—Teleflora's Birthday Ribbon Bouquet and Teleflora's Candy Corn Surprise bouquet—with deluxe versions of each. Check them out in the Gallery section of the Resource Guide that arrived with your Feb/Mar/Apr Teleflora Member Directory. And, look for even more codified bouquets throughout the year.

### Ideas for your Surprise Inside vase

- Crayons (for a child's birthday or get-well bouquet)
- Breakfast cereal (a fun way to personalize the design when you know someone's favorite)
- Colored sand in patterns (great for artsy types)
- Hair accessories (bows, clips, and ponytail holders, perfect for teenage girls)
- Baseball cards (a sports fan's favorite)
- Playing cards, poker chips or dice
- Fall leaves
- Coffee beans
- Licorice
- Lollipops
- Colorful paper clips (for students or administrative assistants)



## Keep an eye out for Teleflora's 2009 MFE marketing kit!

The kit contains everything you need to merchandise your shop for Mother's Day, Father's Day, and everyday, including:

- Mother's Day and Father's Day store posters
- An everyday poster featuring our best-selling Satin Cylinders
- Workroom posters
- FSG (Floral Selection Guide) pages

Remember, all marketing guides are also posted on myteleflora.com. You can find bouquet recipes and ad slicks for Mother's Day, Father's Day and Make Someone Smile Week that can be easily downloaded at your convenience.

## Make the most of Teleflora's Mother's Day and Father's Day products—all year long!



**Teleflora's Mom's Butterfly Bouquet (09M100)**

- Fill with a delightful mix of summer flowers, and the vase is perfect for sending throughout the summer season.
- Fill with fresh pink roses for a baby-girl welcome bouquet.
- Have your sales staff sell the butterfly vase as an enhancement to a regular vase arrangement, for birthdays, get-well and thank-you bouquets.



**Teleflora's Lavender Elegance Bouquet (09M200)**

- Purple is the hot accent color this year! Drop in a hand-tied bouquet of permanent botanicals of one variety to create a distinctive, upscale look.
- Fill with red and purple flowers and sell to ladies of the Red Hat Society!
- Purple will also be popular for weddings this season. Create a wedding display and suggest the vase as a bridesmaid's gift.



**Teleflora's Daisy Colander Bouquet (09M300)**

- Merchandise the colander in-store by placing lemons or strawberries in it—real or artificial—to showcase the great after-use of this product.
- Great for housewarming bouquets or shower gifts. Fill with fun items like pasta or cooking tools and wrap in cellophane for someone settling into a new home.
- Add a recipe card to the bouquet.



**Teleflora's Spring Pitcher Bouquet (09M400)**

- Merchandise the pitcher with the daisy colander: fill the colander with lemons and the pitcher with lemonade!
- Include the pitcher in a gourmet basket along with some lemonade or iced tea mix and other fun food items.
- Display the pitcher as a great centerpiece bouquet for spring or summer outdoor parties, picnics and showers.



**Teleflora's Orchid Teacup Bouquet (09M500)**

- Teacups are always great sellers year-round. This one can be used as a get-well, birthday or thank you bouquet for any female recipient—especially Grandma!
- Make a basket of four teacups and saucers, along with tea and biscuits, for a great housewarming or hostess gift.
- Merchandise the teacups in-store on a table set up like a tea party with tea and finger foods.



**Teleflora's Big Hit Bouquet (09F100)**

- Drop in a four-inch blooming or green plant for a long-lasting gift.
- Tie in with the local Little League for centerpieces for their banquets.
- Great for new baby-boy gifts!
- Fill the mugs with wrapped candy or coffee gift cards and gift-wrap in cellophane and ribbons. Use as a great end-of-the-year gift for a teacher or coach. 🍪

## The "marketing makeover" continues at Ann's Secret Garden.

As the year began, Lynda and Jim Gervais—the owners of **Ann's Secret Garden in Bethany, OK**—were ready to begin implementing of promotions they had planned for their shop. In addition to planning the promotional calendar, they had taken another important step: they drew up a list of general goals about where they saw their business growing. Establishing goals is essential for measuring the success of marketing campaigns.

"We would like to increase our wedding business, increase our baby bouquets for new mothers and initiate a new customer loyalty program," says Jim. Lynda adds, "We also would like to build awareness within the community—that we are here and what we offer."

During January, Lynda and Jim's two main objectives were to promote balloon bouquets for Big Game parties and to advertise their flower business for Valentine's Day. Lynda sent out a number of direct mail pieces and emails to previous balloon customers.

To remind current customers about Valentine's Day, every delivery and walk-in order from Ann's Secret Garden had a reminder card attached about ordering early for Valentine's Day. The shop also participated in the Rubies & Roses promotion, so they had posters displayed in their storefront and had the codified products posted on their eFlorist web site at [www.AnnsSecretGarden.com](http://www.AnnsSecretGarden.com). In addition, they decorated their storefront to reflect the holiday, enticing customers to visit.

To increase awareness within the community, Ann's Secret Garden contacted several local newspapers to try to get local news coverage about what they were offering for Valentine's Day, why being a florist is a cool job, and how they can receive orders 24/7.

### Here are some helpful hints for your own "marketing makeover":

- If you have an eFlorist website, always check it to verify that products are updated as you wish, including new codified Teleflora products.
- Add any custom products your shop offers, including special arrangements or gift baskets for holidays or local events.
- Add a reminder card about upcoming holidays to all outgoing deliveries. Hand out the reminders to walk-in customers as well.
- Reminders can mention the Teleflora promotion or a special promotion you may have in your store. For example, "Don't forget! Order early (by 4/1) for Easter and receive 10% off your order!"
- Display your Teleflora marketing posters in your storefront windows or inside your store.
- Pull reports from your POS system so you can compare current data with last year's sales—for example, transaction reports by month, sales by product by month, and orders received per month. If you have an eFlorist website, you should also be pulling Google Analytic reports monthly to monitor your website statistics. With this data in hand, you will be able to track the effectiveness of your promotional efforts. 🍪

## Protect your business from cybercrime.

Experts and law enforcement officials are reporting an increase in Internet crimes as the economy worsens. In most cases, though, the attempts are thwarted by computer-security defenses such as firewalls and anti-virus software.

"We've seen an increase in cyber assault attempts on our florists' networks during the past several months," says Mike Kachline, Teleflora's Director of Managed Services. "It's more important than ever to have anti-virus software and a firewall installed to protect your shop's network from an attack."

The Managed Services team helps protect florists' computers and networks by acting as an outsourced IT department similar to Best Buy's Geek Squad service. Services range from setting up a firewall to installing anti-virus software.

In addition, Managed Services monitors and reviews reports of virus activity on your system. In the event that a virus or malware is found, a technician can help bring your system back to working condition. The team also verifies that important Microsoft security updates are installed on your computer's operating system, software and hardware. In addition, the updates are tested to verify that they integrate seamlessly with a florist's point-of-sale system.

"Last year, florists with two computers were attacked an average of 300 times each month by other systems trying to access their network," says Mike. "Thanks to preventative measures, very few of these attacks actually resulted in a virus or access to the florist's network."

According to Mike, florists are frequent targets of attacks—which is why the credit card industry mandates that all retailers comply with tougher data storage standards, such as using a point-of-sale system that encrypts credit card data. (That standard is met by all the latest upgrades of Teleflora's POS systems.)

"The two biggest steps you can take to protect your customers and your business are to install a firewall and to use a point-of-sale system that encrypts data," advises Mike. "You also want to make sure you are using the most current version of that system."

Teleflora Managed Services also provides support for Internet and local connectivity issues. For more information about Managed Services, or if your shop has problems with network connectivity, call the tech support line for your own Teleflora POS system:

**Dove POS** 866-444-3683

**Daisy** 888-324-7963

**Eagle** 800-237-7673 🍪