

myteleflora

{news}

save the florists!

teleflora launches new campaign
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save the florists campaign counters a serious threat to our industry

In a crunch, you can count on a strong partner. And right now, you can rely on Teleflora.

We are launching a campaign called Save the Florists to rescue an industry that has suffered major damage as a result of drop-shipping. This practice of sending flowers in a box takes more than \$500 million worth of orders away from local florists.

Our aim with Save the Florists is to inform you of this serious threat to your livelihood, put orders back in your hands where they belong and help protect your floral shop.

Our competitors drop-ship as much as 80 percent of their orders, completely bypassing local florists. Supporting a wire company that drop-ships means you are giving money to people who are potentially taking money away from you. Did you know that a portion of every dollar you send to one of the other wire-services, is used to build their drop-ship business and drive you out of your floral delivery business?

Teleflora is the only floral service where 100% of our orders are hand-arranged, hand-delivered by a professional florist. We do not drop-ship and we will never drop-ship.

I urge you to consider these facts when choosing your floral business partner. You should also consider the following:

- Teleflora has largest florist network in North America, so we have the best coverage in the industry.
- We offer technology that bolsters your business. Our send-and-receive and POS systems are robust, easy-to-use and cost-effective. Their superior efficiency will very likely make a significant impact on your bottom line.
- We invest millions of dollars in award-winning marketing and top-tier advertising—America's Favorite Mom and our edgy Super Bowl ad, to name a few. By educating consumers about the Teleflora difference, we drive orders to your shop.
- Additionally, we partner with high-profile brands and businesses, such as Southwest Airlines and HSN, to generate more sales for our members.
- Teleflora's Credit Line, with its unique combination of low fees, 0 percent plans and cash rebates, can't be beat.
- In a time when a web site is a necessity, not a luxury, we are far and away the finest full-service web provider. By using eFlorist, you can stay in touch with customers 24/7 and reap the benefits of a much broader customer base.

This is not merely a list of sweeping claims and sales superlatives. These are statements of fact about the floral industry's leader. And this leader's top priority is to save florists. Simply put, if you compare what we offer with what you'll get from our competitors, the choice becomes clear: Teleflora is the best business partner you can find. Visit savetheflorists.com.

Sincerely,

shawn weidmann (president of teleflora)

**SAVE THE
FLORISTS**



Top photo, students in Hitomi Gilliam's Creative Edge class at the Education Center select from a buffet of materials to create designs of "floral food" on a plate. Above right, Stacey Bal of Brookfield, IL and Anthony Gower of **Ann's Bridal & Etcera** in Searcy, AR show off a design that resulted from their teamwork.

design influence

Every year, two of the most popular classes at Teleflora's Education Center are taught by instructors who, as it happens, are both recipients of AIFD's Award of Design Influence. "Creative Edge" is taught by by Hitomi Gilliam AIFD. This year the class took place in August.

Hitomi creates a huge "varieties exhibit" at the start of each class that stimulates students' creativity with a profusion of exciting fresh materials. She had students work in teams on projects like wall decorations and framed floral art pieces. For one assignment the class split into groups of three. Each team had to create an Asian-influenced dinner party and—not to neglect the business side—each team had to "sell" the idea to the instructor, who played the role of a moneyed client. Students always come away from Hitomi's class fired up and loaded with creative ideas that are rooted in the principles and elements of design.

going european at the education center

Since the Teleflora Education Center opened 25 years ago, the schedule of classes has included "European Style Design," taught by Els Hazenberg AIFD. In July this year, Els once again came to Oklahoma City from her home in the Netherlands to teach the class. Like Hitomi Gilliam, who also teaches at the Education Center, she is a recipient of AIFD's Award of Design Influence, recognized for the role she has played in helping Americans learn European design techniques and concepts. Her students get plenty of hands-on instruction from a European master, making hand-tied bouquets, creating formal-linear designs, and much more.



Lynn Bullard of **All Seasons Florist** in Nassau, The Bahamas, practiced her hand-tied bouquet skills using an armature made of curly willow branches.



"Grouping" is among the design techniques taught in Els's class, as in this beautiful container arrangement by Jan Lindell of **Libertyville Florist** in Libertyville, IL. Jan grouped even her foliage for additional visual impact.

a word from tom

a commitment to florist education is part of teleflora's commitment to you



From left to right are Teleflora's Rich Salvaggio AIFD, AAF, PFCI, Judy, myself, and Gayle Johnson of G. Johnson Floral Images, also in Houston.

How do you keep a successful retail florist business going for 35 years? Keep learning, says Judy Rutledge of **Loki Florist** in Houston.

I had the pleasure of visiting with Judy this summer during the Texas State Florists Association convention, where she was honored with the association's Outstanding Achievement Award. Like many successful florists, Judy is one who also gives back generously to the floral industry. For many years she has sat on the association's education committee—in a state that has become famous for its florist certification program, with comprehensive classes at all different levels of florist expertise.

"At Texas State we emphasize the same thing that is emphasized in the Teleflora-sponsored educational programs," says Judy: "how to keep your business profitable. You can make the prettiest arrangement in the world, but if you lose money at it, you'll end up closing your doors."

Florists often complain they don't have the time or the money to keep learning. That's why Teleflora invests so heavily in making educational opportunities accessible and affordable. We support the Teleflora Education Center in Oklahoma City, now in its 25th year; the Units Program, bringing education to where you are; and the Teleflora family of publications, all geared to boosting your profitability. In addition, we support educational programs at state and allied florist association events. If you look around, there's probably a Teleflora-supported educational program coming up near you.

At Teleflora we've dedicated ourselves to saving the independent, professional florist from unfair competition. But we can't do it alone. Continuing education has to be part of your effort to stay on the competitive edge. We're behind you all the way!

tom butler (chairman of teleflora)

top of the year to you

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

Here are just a few of Teleflora's top members, gratefully recognized for their ongoing support of the network. Thanks to all!

In **Illinois**, Abe Schneider of **Swansons Blossom Shop** in Deerfield is still going strong at 89. Abe comes into the shop three days a week. He will be 90 in November! With him in the photo are Helen Schneider and their daughter Renee Becker. The family has been in business for over 60 years. In the next photo on this page, Teleflora's Stew Fishman presents a Top 250 plaque to Katie Larsen of **Larsen Greenhouse & Florist** in Waukegan, IL; with them is manager Joann Larson. It's a group effort at **Countryside Flower Shop, Nursery & Garden Center** in Crystal Lake, where staff include Debbie Bartmann, Amanda Nicolai, Tammy Baier, manager Jennifer Hunt, Emily Carson, and owner Richard Harms.



At the top of this page, starting top left: In Wilsonville, **Oregon**, the whole design group turned out for the photo at **Petal Patch**: Robin Rogers, Lori Estes, owner April Summerton, and Rose Sando, April's mother. Rose purchased the shop in 1995 and April took over ownership in 2007. Maria Palacio is the new owner (one year) of **Olson's Florist** in Salem. Also in Salem is Susan Bielemeier of **Green Thumb Flower Box**, and mother-daughter team Vi Hicks and Patti Greene at **Pemberton's Florist**. Vi and Patti recently celebrated their shop's 40th anniversary.



Proud top members in the state of **Washington** include Ray and Susie Matteson of **Peters and Sons Florist**.



In Spokane, Sara and Mark Cook of **Morris Floral** in Sunnyside.



Here are some top Teleflora members in **Massachusetts**: Kathy and Michael Holland in their beautiful greenhouse at **Hollands Flowers** in Bradford; Kathleen Terranova of **McLay's Florist & Garden Center** in North Andover (pictured with Teleflora's Bob Hurley); and Kim O'Callaghan of **Morrice Florist, Inc.** on Martha's Vineyard Island, also with Bob Hurley. Morrice Florist has served Martha's Vineyard for 67 years and through three generations.

Wisconsin top members include Sandy Wilbur from **A New Leaf Floral** in Brookfield and Danny Grogan from **Alfa Flower Shop** in Milwaukee, both seen here with Teleflora's Dan Natalizio.



In **Virginia**, top members include Brad Parker of **MyFlorist** in McLean (here with Teleflora's Mike Valade).

Glenn Wilkinson and Matt Wilkinson of **Coleman Brothers Flowers, Inc.** in Richmond, VA.



In **Maryland**, Teleflora's Mike Valade presented plaques to Frank Sharper Sr. of **John Sharper Inc. Florist & Greenhouse** in Fort Washington, a Teleflora member since 1974, and to Steve Seely of **National Floral Supply** of Maryland, Inc., in Waldorf.

* 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.



In **Ohio**, at **Wicklines Florist** in Xenia (above left), the proud staff include (from left to right, back row first): Doug Wickline, Dick Eckle, Susan Jennings, Carol May, Audrey Boerkoel, Jim Wickline (who owns the shop together with his wife Helen, not present for the photo), and Julie Gearhart. Below left, Winnie Leenaarts and Nora Schwarts of **Pam's Posies** in Fairlawn pose for a photo without their colleague Greg Ress—but someone's got to be out making deliveries, right? At **Colonial Florist** in Akron, the crew—excited to move up from Top 1000 to Top 500 with Teleflora this year—includes Bob Coffman, Priscilla Lans, owner Jonathan Coffman, Annie Wright, and Beth Helms.

summer fun!

dogpile

There's a florist underneath that pile of boys—who just happen to be the 2009 Tennessee state baseball champions (for teams eight and under). Bill Hitt, of **Flowers by Louis Hody, Inc.** in Nashville, TN, is also the team's proud coach.



blue ribbon bouquet

Congrats to Cory Lonsert, OFA Designer of the Year 2009! Cory is pictured with Teleflora Territory Sales Manager Denise Patchen, OFA Award Winners host Judy Mellon, and Teleflora Chairman Tom Butler. Teleflora sponsored the award at this year's OFA Short Course.



active in arkansas

Miss Hot Springs (she's the one in crown and sash) wasn't the only VIP to grace the Arkansas State Florists Association convention this summer. Among those in the photo with her are Ted Lewis, at far left, who coordinated the convention's trade fair coordinator, and at far right Wendel McCorkle, AMF, association president. In the lower photo are Teleflora's Suzi Lawrence and W.C. Bill Plummer AAF, AIFD, of **Plummer Flowers** in Morrilton, AR, the association's secretary-treasurer.



wedding memories

When you reach your 50th wedding anniversary, you want the flowers to be extra special. That's probably why John and Lenora Correia ordered theirs from **House of Flowers** in Roswell, NM—the same shop that provided flowers for the original wedding, including candelabras and wicker baskets full of yellow and white gladiolas. House of Flowers is celebrating its own anniversary this year: 95 years in the same building in Roswell's historical district. Dee Dyess and Janet Libby have owned and operated the shop since 2001.



and your little dog too

Cindy Tole, president of the North Carolina State Florist Association, got into the spirit of the convention's "Wizard of Oz" theme this summer and posed for a photo with Teleflora Educational Specialist Jerome Raska AAF, AIFD, PFCI, MCF.



flower-of-the-month specials

Our "marketing makeover" with **Ann's Secret Garden** in Bethany, OK continued this summer. In July, the shop teamed up with stems&bunches to try a new marketing promotion. This new promotion was to establish a flower-of-the-month special for their customers with a popular in-season flower. Owners Jim and Lynda Gervais chose the Oriental lily to market throughout the month of July.

Each week, Ann's Secret Garden sent out an email to their customer base promoting the flower of the month. In addition, they always had several bouquets featuring Oriental lilies in their cooler for walk-in customers.

To prepare for each week's sales, they stocked their store weekly with Oriental lilies. Jim and Lynda placed their order through stems&bunches and decided to try a different grower each week. With the choices available, they were able to get flowers from growers in the U.S. (California), Colombia and Ecuador.

"The flowers from each grower were gorgeous! The Oriental lilies arrived in great condition each week with the buds still tight," said Jackie Frost, head designer at Ann's Secret Garden. Once they opened up, the large, fragrant Orientals made a big impression on walk-in clients. "People bought them by the stem," said Jim, "and we also sold a lot of them in hand-tied bouquets."

The flower-of-the-month specials were so popular that the shop has decided to continue the practice with a different flower each month. And the Oriental lilies, in particular, were such a hit with customers that Ann's Secret Garden now has a standing order for lilies from stems&bunches every other week. The large, fragrant Orientals made a big impression on walk-in customers. "You really need to have a good inventory of interesting flowers in your cooler in order to develop a walk-in clientele," said Jim.

When placing orders with stems&bunches, you can pick from growers throughout the world stems&bunches gives shops the flexibility to special-order flowers or place standing orders that vary with the season.

Visit myteleflora.com or stems&bunches.com for more information on ordering flowers and current specials through stems&bunches.



congrats top chef sweepstakes winners!

These florists won the grand prizes in the Teleflora's Top Chef Sweepstakes. Each shop got a Top Chef cookbook and an official Top Chef apron and T-shirt! There is still time for your customers to participate in the Top Chef consumer sweepstakes. The grand prize is a trip for two to New York City—including a dinner prepared just for these two by a former Top Chef contestant.



- Blooming Basket**, Galena, IL
- Flowers By Bachman's**, Eagan, MN
- Flowers On The Square**, Indianapolis, IN
- Petals & More**, Augusta, GA
- Delta Flowers**, Lansing, MI
- Corona Florist**, Corona, CA

- Hilliard Floral Design**, Hilliard, OH
- Casas Adobes Flower Shop**, Tucson, AZ
- Rayola Florist**, Davison, MI
- Garlington Florist, Inc.**, New Bedford, MA

get noticed on find a florist

As part of your Teleflora membership, your shop is included in Find a Florist, the Internet's biggest floral directory. When visitors search for a florist in a particular city or ZIP code, they're presented with a list of member florists in the area, along with their contact information. They can also find specific shops by name. Find a Florist puts customers a mere click away from member shops, but did you know there are ways you can enhance your listing?

The first way is by purchasing preferred placement. For a fee, you can ensure that your listing is closer to the top of the list and that your information is highlighted with a colorful image or border. For information on our Platinum and Gold member packages, please contact Web Services at 866.983.3932.

The second way costs you next to nothing and is very appealing to customers: add a coupon! If you have a promotion you'd like to run, say \$5 off your first order or \$10 off orders placed through your eFlorist site, you can set this up easily through Web Services. According to a recent poll, 87% of consumers surveyed said they were more likely to shop at a retailer that offers coupons (Prospectiv's 2008 Consumer Coupon Poll). An added bonus: consumers who use a coupon are more likely to purchase a higher-priced item, given the discount.

To set up an online promotion:

- If you have a website and want to create an online coupon or promotion, please make absolutely sure you set up the promotional code on your site through Web Services. When you call, tell them you want a coupon set up for your site that also displays on Find a Florist.
- If you have an existing coupon or promotion on your site, call Web Services to add it to your Find a Florist listing.

In-store or phone promotion:

- If you'd like to have something customers can use over the phone, simply call Web Services to have your Find a Florist listing altered to include a promotional message, like "Mention you found us through Find a Florist for \$5 off your order!"



marketer of the month



planting trees, growing the business

It's a simple proposition that elicits a powerful emotional response: for every floral purchase made at **John's Riverside Florist** in Toms River, NJ, customers can have a tree planted in a national forest, dedicated to any person named by the customer.

"The reaction has been overwhelming," says owner John Franovic. "I was only going to do it for two months in the summer, but the momentum is still going strong. I just ordered a new ad that says, 'Order flowers and start a forest.'" A typical customer who loved this idea was a mother planning her oldest son's wedding. She was thrilled to find out she could dedicate a tree to her parents and in-laws, some of whom are deceased. The concept is also popular for birthdays and anniversaries.

John works with the National Forest Foundation (www.nationalforests.org) to fulfill the promise of his marketing strategy. There is no minimum order. "It doesn't make sense to put conditions on it," says John. "The whole point is to give it away."

The program has been highly successful at bringing in business, however. In addition to publicizing it for his own shop, John wrote a letter for a reception venue for which he is a contract vendor, so they could let their wedding customers know about it. "The more people who know about it, the more trees get planted," says John. "You can go to a supermarket and buy flowers, but only here can you buy flowers and do something for the environment at the same time."

* 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!