

MAY 2009

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flowers to wear
prom corsages & boutonnieres

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getting the word out
brings our brand
to the next level

As you read this, I hope you are taking a moment to relax and reward yourself for a job well done.

Thank you for your diligence and your essential contributions to making this Mother's Day memorable and successful. As one of the biggest and most important events in the floral industry, Mother's Day is always a huge opportunity to attract customers, build relationships and, of course, honor moms.

On our end, we aimed to keep you busy and boost sales during that time by telling the story of the Teleflora difference in major markets across the U.S. and Canada.

The message of fresh flowers hand-arranged and hand-delivered by local florists is a strong selling point and we were aggressive in getting the word out. Our Talking Flowers TV advertising aired on 29 channels in the U.S., including AMC, BBC, Bravo, E!, Hallmark, Lifetime, Oxygen, A&E, Biography, TBS and USA. In Canada, the ad aired on 16 channels, such as BBC Canada, HGTV and Bravo. I understand how busy you were last week so if you didn't have a chance to see it, but would like to, visit myteleflora.com or Teleflora.com.

Additionally, leading up to Mother's Day, we broke new ground in promoting the Teleflora difference through our partnership with HSN. The eighth-largest network, HSN brings Teleflora's brand into 90 million American households.

To reinforce the importance of hand-arranged and hand-delivered arrangements, we enlisted the help of one of your own to be our on-air floral designer. Tim Farrell AIFD, AAF, PFCI, of Farrell's Florist in Drexel Hill, Pennsylvania, was key to the success of the three half-hour segments that aired. I'd like to thank Tim for the terrific job he did in showcasing the expertise and creativity of local florists.

HSN viewers who were new to Teleflora discovered what our loyal customers already know. Because we do not and will not drop ship flowers, we always deliver fresh, one-of-a-kind bouquets that tell recipients they deserve the best.

Our pledge on that front remains consistent and sets us apart from the competition, who regularly drop ship their flowers. At the same time, Teleflora will keep advancing our marketing, merchandising and technology offerings to help you grow your businesses.

As we approach the halfway mark of 2009, our 75th anniversary year, we will continue to set the pace for communication, innovation and achievement in the floral industry.

Shawn Weidmann

shawn weidmann {president of teleflora}

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

* 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.



tops in nanaimo

Jim Turley of **Turley's Florist** in Nanaimo, BC — the second-largest city on beautiful Vancouver Island—received Teleflora Canada's Top 25 award from territory sales manager Cathy Zimmermann. Turley's has been in business for over 35 years.



40 years and counting

At **Talbot Flower & Gift Shop** in Wilburton, OK, owner Jerri Stanford-Marley celebrated 40 years in the floral industry on April 1, 2009! She has likewise been a member of Teleflora for 40 years. During that time, Jerri raised five children including a set of triplets! And if that wasn't enough, she served as president of the Oklahoma Unit of Teleflora for two terms, and served on the Board many years. Teleflora's Suzi Lawrence was on hand to do the honors, as were the chamber president and mayor of Wilburton.

random acts of kindness



The beginning of this year Bob McIntire of **McIntire's Florist** in Fulton, MO began taking out ads in his local paper, The Fulton Sun, with coupons that people could use to send in nominations for someone in Fulton who deserves free flowers. He put the names in a box, drew one name a week, and delivered a "spring bouquet" to that person with a retail value of \$25 to \$30. "In these days of doom and gloom, I just wanted to cheer people up," says Bob.



His small gesture turned into big publicity when the Sun ran a front-page story that caught the attention of USA Today and then Fox News. Since appearing in a live telephone interview on national television, Bob has received calls from people all over the country congratulating him on his efforts. "This story spread like wildfire," says Bob. "I hope it will encourage others to do the same."



tinkerbell goes to the ball

Proving once again that creative imagination knows no bounds, designer Heather Styba of **Academy Florist** in Winnipeg, MB, fashioned this bejeweled ball gown for Teleflora's Tinkerbell out of lavender spray mums and faux gems. It's enough to make any little girl—or grown woman—absolutely melt.

a word from tom



At the Society of American Florists' Congressional Action Days with congressional representatives—Oklahoma Senator Jim Inhofe (at left in the photo).

speak up!

Everyone's hoping that government policy will help boost the economy—and especially, help small businesses. But just hoping isn't enough. It's important to communicate your views and needs directly to policy makers.

We're fortunate that the floral industry is well organized to facilitate that communication. Once again this year I participated in the Society of American Florists' Congressional Action Days in March and once again I found the experience energizing and uplifting. I think SAF does a great job.

In a marathon day of meetings, floral-industry members from 29 states came to Washington, D.C. and visited the offices of nearly 200 members of Congress. "With a new administration in Washington and with so many new members of Congress, this was the perfect time for florists to express their views," said SAF's Chief Operating Officer Drew Gruenbourg. "The florists I heard from were excited about their visits with senators and representatives and really felt like they made a difference."

Congressional Action Days takes place once a year. But anyone—perhaps especially anyone who owns a business—has a right and responsibility to make your voice heard, at any time. Go ahead, make a difference! You'll be glad you did.

Tom Butler

tom butler {chairman of teleflora}

flowers rock the runway



This past March, BoxEight Studios, the company behind some of this year's hottest shows during LA Fashion Week, approached Teleflora to be part of the festivities. The challenge was to design three chic ensembles made entirely of flowers and leaves and bring that vision to life on mannequins.

The ensembles were constructed from carnations, Kermit mums, cymbidium and dendrobium orchids as well as assorted leaves and greens. After four long days, several buckets of discarded stems and many bottles of floral glue, the models were ravishing and ready to dazzle the paparazzi!

Onlookers in downtown LA gathered to watch as the mannequins were gingerly removed from the truck, carried into the theater and positioned on the red carpet. Teleflora signs identified these unique displays and our version of floral couture was ready for its debut.



runway shot of show put on at L.A. Fashion Week



pictured are two of the three couture flower designs by teleflora featured at L.A. Fashion Week



make someone smile week



JULY 19 TO JULY 26 2009

Every year in July, Teleflora members across the country volunteer their time to design and deliver arrangements to those in need of a smile. Not only does it spread good cheer, it gets a lot of great press and reminds everyone who reads or hears about it that flowers have an amazing power to make someone smile!

Efforts are organized and led by florists active in the Units Program. To find out what activities are happening in your area and how you can help, contact your local Unit President. Listings can be found in the "blue pages" of your Resource Guide or under "Design and Education" on myteleflora.com. You can also call 800.421.2815 in the US or 800.668.5770 in Canada.



fun, fabulous and wow!

Students reveled in hands-on sessions at this year's class in prom flowers, "Flowers to Wear: Prom, Corsages & Boutonnieres," at the Teleflora Education Center, March 29-April 1. Instructor Sharon McGukin AIFD, AAF, PFCI shared tips and labor-saving techniques for all the latest floral fashions. Here are just a few of the concepts elaborated in this class, which also covered pricing for profitability and marketing to a new generation of customers:

- Offer prom flowers in three price levels: Fun, Fabulous and Wow!
- The lifetime value of a prom couple in floral sales is about \$16,000.
- Schedule pickup times for prom flowers to help pace the work of the big day.
- Add a coupon for Mother's Day flowers to every prom flower purchase to encourage repeat purchases from these great young customers.

student Kyla Ortiz proudly displays her "floral jewelry:" orchid earrings and a bracelet with an orchid and beads cascade



a beautiful gift from nature - this bracelet of golden flowers includes yellow spray roses, yellow buttons, and white waxflowers

upcoming classes at the teleflora education center

June 7-10, 2009
Trade Secrets: Using New Materials & Hot Design Trends
Instructor: Kevin Ylvisaker AIFD, PFCI

June 21-24, 2009
Sympathy Expressions
Instructor: Joyce Mason Monheim AIFD, PFCI, AzMF

teleflora partners with HSN to reach over 90 million households

In an unprecedented marketing move, Teleflora and the nation's leading retail television network have joined forces to open up a new world of profit possibilities for you.

This innovative program was designed to introduce a vast new audience to "the Teleflora difference." And every single order received through Teleflora's partnership with HSN goes back into the florist network. It's just one of the ways Teleflora is competing fiercely in the marketplace to take back orders for local florists.

To read more about the partnership between Teleflora and HSN, log on to myteleflora.com.



learning from each other makes the experience richer

As in all Education Center classes, students practice what they've seen and heard during hands-on workroom sessions. 1 – student Gloria McDonald creates a wristlet for her final project with cymbidium orchids. She's using a Design Master paint can as a base to hold the wristlet while designing.

2 – student Karen Sanders works on a whole new style of flowers to carry for the prom using a decorative wire collar from Smithers-Oasis as an armature for the bouquet. 3 – Fran Davis works on a prom bouquet.



credit card security: DovePOS™ 4.2

Teleflora continues to help protect florists from cybercriminals with the introduction of DovePOS™ 4.2. The newest version of Teleflora's popular point-of-sale system is the first floral industry point-of-sale application to be validated by the Payment Card Industry Standard Security Council's (PCI SSC) Payment Application Data Security Standard (PA-DSS) program.

Reports of data breaches in the United States rose a shocking 47% in 2008, according to the Identity Theft Resource Center, which tracks incidents. To help combat the problem, Visa and other card brands are demanding that merchants use PA-DSS validated point-of-sale software to help protect stored credit card data.

"Dove POS™ is the only floral industry software with PA-DSS validation for credit card security," said Shawn Weidmann, President, Teleflora. "We are proud of this accomplishment and our ongoing efforts to develop point-of-sale systems that help our member florists grow their businesses

profitably and sustainably. This means our florists will have greater ability to protect their customers' data."

PA-DSS validation assures merchants and their customers that their point-of-sale system encrypts and limits access to consumer credit card data. PA-DSS represents a specific set of requirements that a point-of-sale system must meet if it is used to process credit cards. An independent assessor approved by the PCI SSC must audit each system and assign a "pass" or "fail" to the application. Those that pass are put on the official list of PA-DSS-compliant applications.

"We understand that technology is critical to increasing the profit of our florist's businesses, but we also know that the stealing of credit card data is a growing trend in the world of cybercrime," said Jim Talarico, Vice President, Teleflora Florist Technology. "Teleflora first introduced its Dove POS™ system in 2006 in an effort to help member businesses save time and money.

It is crucial that our member florists' and their customers' information is safe and secure."

Teleflora's RTI 12.6 system, a point-of-sale application used by the nation's largest florists is validated by Payment Application Best Practices (PABP), developed by Visa. RTI 12.7 is expected to be PA-DSS validated within a few months. Teleflora is also working on PA-DSS compliant versions of its popular Daisy and Eagle POS systems, and expects release of both in late 2009.

For more information on Teleflora's point-of-sale systems, please visit myteleflora.com or call 800.615.8229.



DovePOS™



marketer of the month



what's in a name? new and happy customers!

When Kathy Kavulis opened her shop—Chesterland Floral in Chesterland, OH—nine years ago, she put up a sign in front with the shop name and phone number. But there was room for more.

"I thought about what to put there," she remembers. "People love free things." So she used her sign to make the offer you see in the photo—except that the name changes every day.

"This has gone over so big," says Kathy. That one free rose is very successful at bringing people into the store—and not just the first time, but again and again. "A man came in and purchased a dozen roses," she tells. "He said to me, 'Do you know why I am here?' 'For a dozen roses,' I said. He said, 'You gave me a free rose last year. That is why I am here.' "

Today Kathy still keeps the sign going all year long, except for major holidays. It's become a trademark for her shop—one that's linked to recognizing customers with personal service, one by one.

* 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!