

myteleflora

{news}



super bowl success!
great coverage for our valentine's commercial
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fsg's latest update: sympathy

Over the past year, I hope you've found Teleflora's Floral Selection Guide (FSG) to be a good resource in growing your business. The merchandise assortment included in the FSG was based on years of research and sales data from florists and consumers. The products included are not just great for your Teleflora orders, but are versatile and affordable options for your walk-in business.

One of the many strengths of the FSG is that the format allows us the opportunity to stay ahead of the industry and color trends by continually updating the book. Specific sections have been solidified based on feedback from you. Floral trends and sales performance are part of the discussion when determining what should be included in the next round of FSG updates.

"I really appreciate the effort Teleflora has made to offer even more contemporary and modern designs," said Teleflora member florist Dottie Pannepacker, **Penny's Flowers**, Glenside, PA. "I always look forward to seeing the updates."

Florists experience the good and the bad in their customers' lives, and sympathy is a big part of a floral shop's business. Despite the changing trends and increasing challenges, there will always be a sympathy flower market for florists, and we know you need to be aware of any changes. I hope by now you've had a chance to flip through the latest sympathy guide, which we see as a tool when you're working with flower senders as well as with funeral planners.

We surveyed florists around the country and made a concentrated effort to add more options because flowers for funerals tend to be different depending on the market and region. Our goal with this particular update was to fill out popular color stories for sympathy. We want all members of the family to have floral options. Flowers add warmth to the service and provide the visible emotional support the bereaved need during this time.

"Funerals are a big part of my business and there is a lack of floral options with regards to casket pieces. I'd like to see even more photos that I can present to family members and funeral planners who contact me," said Teleflora member florist Chris Drummond, **Plaza Flowers**, Norristown, PA.

We think Chris will be pleased to learn the latest update features additional product types including: casket inserts, easel pieces, and casket sprays, along with tribute and bouquet arrangements.

"The photography is beautiful, but I'm tired of generic bouquet shots," said Teleflora member florist Clay Atchison, **McAdams Floral**, Victoria, TX. "It would be nice to have additional environmental shots. This way customers and funeral planners can visualize the pieces in the particular environment."

We hope Clay will appreciate the fact that the sympathy update features 19 more environmental shots and design styles.

I hope you'll agree that all the new options and designs in this guide provide additional insight and new ideas for you to continue to expand your existing sympathy business. We currently send four FSG update kits per year, including seasonal best-sellers and holiday codified, so be sure to open them up and update your guides!

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

Testing, Testing ... 1,2,3
A Primer on using the Principles & Elements of Design

with Kevin Ylvisaker AIFD PFCI
March 25-28, 2012

Sympathy Tributes
with Bert Ford AIFD PFCI
April 29-May 2, 2012



Spring Has Sprung
Mixed Basket
T93-1A

unit president profile:

brady prescott



The most rewarding thing about his first year as a Teleflora Unit President? "Seeing our Unit grow," says Brady Prescott, owner of A & J Floral Designs in Chubbuck, ID, near Pocatello. At this year's Unit President meeting, Brady was recognized as President of the Year for the Western Region for 2011. "The Idaho-Utah Unit definitely has more people attending our programs and getting more excited," says Brady. The whole board has been active in promoting the programs, and Brady gives credit also to Ensign Wholesale in Salt Lake City: "They've been a huge part of our success."

But the ultimate sign of success is not just high attendance, but taking ideas from the programs and using them to make more profit. For example, says Brady, "John Hosek did a program on the elements of design, where he showed how to do a more linear look. We brought those ideas back and now customers ask for them."

Like many florists, when Brady and his wife opened their shop ten years ago, neither of them had studied floristry. "That's why I've been pro Teleflora," says Brady "They're the only ones that offer education. And that's what's made us successful."



to find out how you can get involved with your local Teleflora Units Program, go to myteleflora.com

sympathy work: getting more and better

For most florists, sympathy orders are still the largest category of sales, by percentage of sales—but that doesn't mean the market for sympathy flowers isn't undergoing some pretty dramatic changes. For example, there is shift in the most common types of sales (such as memorial services, home sympathy flowers and memorial anniversary remembrances).

Are you up to speed on sympathy trends and techniques? The Teleflora Education Center in Oklahoma City is hosting a Sympathy Tributes design class, April 29-May 2, 2012. Taught by Bert Ford AIFD, PFCI, this class features lectures, demonstrations, and personalized how-to instruction in all the classic sympathy designs, from casket sprays and baskets to modern home sympathy vases and plants. It also includes guidance on how to sell sympathy flowers during a family consultation. Don't miss your chance to learn how to create and personalize the flowers that can make each service a celebration of a remarkable life!

For information or to register, call 800.456.7890, extension 6234, or visit MyTeleflora.com.



a word from tom

"in lieu of flowers" is an issue where each of us can make a difference.



One florist who has taken the lead on "in lieu of flowers" is H. Clay Atchison III of McAdams Floral in Victoria, TX. I have had many opportunities to visit with Clay, including this Texas State convention, also attended by Seleese Thompson of Precious Moments in Temple, TX, Charles Ingram of Dr. Delphinium Designs in Dallas, and Gayle Johnson of G. Johnson Floral Images in Houston.

All too often, when we see a big national trend that seems to be working against us, we throw up our hands, feeling frustrated and helpless. Not Clay Atchison, of McAdams Floral in Victoria, TX. About four years ago, Clay googled the phrase "in lieu of flowers."

"I noticed nothing came up that was positive from the florist side," he tells. "So I decided to compile the information I had been collecting over the years and put it on the web." With help from his son, a website designer, Clay created www.inlieuofflowers.info—a fantastic website that literally shows, with beautiful photos, the difference flowers can make to a funeral service.

The site also suggests that "in lieu of flowers" does not mean flowers are unwelcome. That phrase has become automatic when a grieving family is sharing information about how to make charitable donations. But alternative phrases can also be used. Clay has them not only on the website, but also printed on a business-size card he offers to local funeral directors, with whom he regularly visits (often on a delivery).

And here's the key: if you really want to counter the impact that "in lieu of flowers" is having on your own shop, it's up to you to do as Clay and other florists do, and address the issue as you cultivate good relationships with your own local funeral directors. For suggestions on how to begin, visit the Society of American Florists website, at www.safnow.org/sympathy. Sometimes the best way to deal with a big national trend is to look first to your own backyard.

Tom Butler

tom butler (chairman of teleflora)

news from all around!



merry christmas, dad

At **Durken's Florist** in Parma, OH, owner Monika Haubert was delighted to get a Christmas order from Teleflora's Denise Patchen—who just happens to be Monika's Territory Sales Manager—going to Denise's mom and dad. "Between Christmas co-op coupons and Thomas Kinkade sales, it was a record-breaking year for us," says Monika, who has been in the flower business 24 years, while Durken's has been around for 40. Denise added one more to the number of orders for Thomas Kinkade's Christmas Carolers. She is confident the bouquet was just as beautiful as all the others that Durken's sent out—no more, no less.

how to reward employees

After a major holiday, employees deserve more than a pat on the back, believes Shauna Sondergaard of **The Flower Bin** in Scobey, MT. She has come up with some ingenious ways to say "thank you" to her valued staff: Marychris, Susan, and Brenda. "In the past, I have hired a massage therapist to come with her portable chair to massage the back and necks of my hard working employees," Shauna wrote us at the end of last year. "This Valentine's Day I will have a lot of coffee drinkers, so I will be getting them all gift certificates for the local small coffee shop down the street. For Mother's Day (weather permitting), I will have them all meet me at the local park for what they think will be an employee brunch meeting. Instead it will be a surprise water gun fight to help relieve some stress and just be silly half way through our Mother's Day week!"



Last but not least, says Shauna, "After every major holiday, each and every one of my employees that has worked the holiday gets to take home the bouquet of their choice." And maybe that's the best reward of all.



making a difference

Who benefits from the work of the American Floral Endowment? Everyone in the floral industry! Sponsoring research and scholarships, AFE itself is in turn supported by the work of volunteer board members, who met recently on the campus of Texas A&M University in College Station, TX. During the meeting, Teleflora Chairman Tom Butler—who also currently serves as Chairman of AFE—also visited with (from left to right) Dr. Charles Hall of Texas A&M; AFE trustee P.J. Ellison, with Jim and Ellen Ellison, of **Ellison Greenhouses** in Brenham, TX; and Dr. Mark Hussey of Texas A&M.

tip o' the hat to top members

In New York, Teleflora's Jon Lindeberg (at far right in the photo) rounded up four of Long Island's best shops and top members for a photo at an educational program hosted by the Big Apple Unit. From left to right are David Kurtinaitis of **Fortes Wading River Florist**, George Mudford of **English Country Flowers**, Robert Stainkamp of **Town and Country Flowers**, and Fred Falconer of **Falconer Florist**.



That's an impressive display of top-member plaques at **Towne Florist** in Leonardtown, MD! Most of them say "Top 1000"; the one in Marci's hands says Top 500! Quite an accomplishment.

* 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.

Congrats to **Tillie's** in Wichita, KS—"Wichita's family florist since 1876," the second-oldest business in Wichita, and a Top 100 shop! Teleflora's Suzi Lawrence and Tom Butler delivered a top-member plaque to Jocelyn Denton and Jennifer Barnard.



the "good job bouquet" touches a chord

Looking for a way to "pass it forward," Lori Morrison of **Ribar Floral Co.** in Plymouth, MI created something she calls the "Good Job Bouquet"—a concept that has brought recognition and appreciation from her community and customers. Once a week, Lori hand-delivers a bouquet to a deserving person in the Plymouth-Canton (metropolitan Detroit) area, for free. The lucky recipient is chosen from among nominees suggested by local residents. Initially, Lori posted the idea on her Facebook page. The response "was overwhelming," she notes. Nominations can be submitted via email or by filling out forms available at the shop. "It can be any one," says Lori—"maybe the mail man we take for granted, someone who walked your dog or brought you soup when you were sick."

Lori posts the weekly winners on Facebook and in the store as well. The result has been a big increase in visitors to her Facebook page and to the store, along with extensive coverage in the local media, including a moving video story on ClickOnDetroit.com. "This is my way to give back to those who have been so kind to me over the years," said Lori, who has owned Ribar Floral for 12 years. It's a great idea, and one that proves the maxim, "Giving is its own reward."

Metro Detroit flower shop gives back, one bouquet at a time

Nominations being taken at Ribar Floral in downtown Plymouth
Author: Loren Finkel, Local 4 Staff, Loren@local4.com
Facebook.com/loren.finkel | Email: Loren@local4.com | LinkedIn.com/loren.finkel



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try paid search to reach new customers

Did you know that 2.8 billion searches are conducted each month on Google for local goods and services? When a person uses Google to search for something, Google looks for sites that relate to the words used in the search and offers up matching results. Those results come in a few different types:

- organic results: websites that use the search terms in their content
- local listings: similar to organic results but have a geographic component
- sponsored results: websites that have paid to appear when specific terms are used



Teleflora offers individual shops the ability to appear in those sponsored results for a low price and zero hassle. The Online Search Marketing Program, launched this year, is for shops looking to expand their online advertising efforts. It's open to eFlorist members in the U.S., with plans to extend the service to Canada.

Normally, to advertise on Google's search results page, you'd have to do some research to find the best keywords to bid on and then set your budget and bidding strategy. Alternately, you could hand the reins to a vendor to do the work for you, but they're likely to charge commission and set-up fees. With the Online Search Marketing Program, you pay one low monthly fee that goes entirely to purchase advertising; Teleflora charges no commission on your ads and zero set-up fees. Just the opposite: Teleflora is so confident in the power of online advertising that we're subsidizing each shop's budget, increasing the number of customers you can reach.

For more information about this exciting new program, contact one of our Online Search Specialists at 800.453.6502 or onlinemarketing@teleflora.com.

super bowl sensation!



On Sunday, February 5, Teleflora returned to the big game for the fourth year with a new ad just in time for Valentine's Day. This year, Teleflora turned to the beautiful supermodel Adriana Lima for a romantic and alluring ad to convey the emotions a woman feels when she receives an exquisite hand-arranged, hand-delivered floral bouquet from a loved one.

Teleflora's PR team set out to ensure that viewers and media would be on the lookout for our new ad. We scored stories in more than 100 top-tier papers, online sites and nationally syndicated entertainment and morning talk shows, including: Good Morning America, The Today Show, the CBS Morning Show, USA Today, New York Times, Advertising Age, Washington Post, AdWeek, Associated Press, New York Post, the Boston

Herald Online, Billboard Biz Online, Forbes.com, Time.com, CNN.com, EXTRA, E! News Daily, Entertainment Tonight, CocoPerez, The Hollywood Reporter Online, Examiner.com, ESPN.com and Yahoo! Interviews with Adriana Lima, behind-scenes-footage and the final commercial were featured in pre-and-post Super Bowl ad stories.

Among the many rave reviews:

"One sexy ad that scored above its category's average was Teleflora's, which achieved a 522 Ace Score. It was ranked about 100 points higher by men, at 646." This from Forbes.com, which ranked Teleflora number five among the best Super Bowl commercials, with the comment, "Adriana Lima. 'Nuff said."



ESPN.com noted: "This actually makes sense when you think about it: Launch your Valentine's Day campaign in the middle of the Super Bowl. That's actually what flower company Teleflora is doing on Sunday. Even smarter? Hire supermodel Adriana Lima to star in it."

Even before the Super Bowl, 14U News gushed: "The Teleflora Super Bowl 2012 Ad is hands down the Sexiest Super Bowl Ad of 2012. Next week we will put our heads down to decide if the Teleflora Super Bowl Ad is even the sexiest Super Bowl Ad of all time."



The Washington Post reported: "Clearspring data show that interest in Doritos, Budweiser and Teleflora spiked more than 150 percent during the Super Bowl compared to the day before."

According to The Huffington Post, "One of the basic goals of any commercial is to capture the viewer's attention, and by this measure, Teleflora.com's ad featuring supermodel Adriana Lima was most definitely successful."



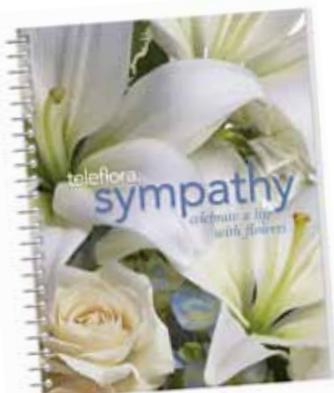
celebrate a life, with flowers

Teleflora offers a wide variety of keepsakes for sympathy occasions, from traditional crosses to multi-purpose urns for plants and other tributes. These containers are featured in the recently updated Sympathy section in the Floral Selection Guide, which offers over 25 arrangement suggestions to meet a wide variety of consumer needs.

- **Noble Heritage Urn** – Our number-one best-selling sympathy container is popular for other kinds of arrangements as well. The mahogany finish complements many different design styles, while the urn's size and weighty appearance accommodate large-scale party work.
- **Silver Cross Vase** – Modern and elegant, this clear glass vase, surrounded with a chic silver-toned sleeve, is a favorite for sympathy, weddings and other religious occasions.
- **Garlands of Grace Urn** – With classic Grecian style, this urn provides the perfect complement to many different color stories. It's also great for large potted plants.
- **Crystal Cross Keepsake** – Comes ready to assemble, complete with a liner dish, fixing mechanism and adapter spike. Refined in its simplicity, this striking crystal cross is also beautiful when displayed alone.



teleflora's NEW sympathy guide



This elegant 68-page book contains the entire sympathy section (current and NEW update pages) from Teleflora's Floral Selection Guide. This is an essential guide to show both flower senders and funeral planners what your shop offers in the way of sympathy flowers.

With an elegant pocket to include literature about your shop and a space for your business card, this is the perfect

book to help position your shop as a professional go-to resource for sympathy flowers.

Our new book begins shipping in April. Quantities are limited so be sure to order yours today! 800.333.0205

	12K100	
	quantity	price
9.75" x 11.375"; spiral-bound with high-quality extra-thick covers	1-4	\$39.95 each
	5+	\$34.95 each

5 tips for your sympathy business

1. Offer to help funeral directors display flowers for the viewings. This is a simple service you can provide that assists the funeral director and also gives you an opportunity to make the flowers look their best. The visual impact of the flower display can leave a strong impression with the family and visitors. Help make it always look its best.
2. Keep several clean towels in each delivery vehicle so the drivers can make sure all designs placed in the funeral home are clean and dry. It doesn't take much to pick up a few grains of sand or dirt from the truck floor that ends up scratching a casket or tabletop. It only takes a few minutes to insure your reputation is nothing but professional.
3. Include the sender's full name and address on the back of the sympathy card attached to the flowers. This helps the family acknowledge the expressions of sympathy easily. They will appreciate this small detail and remember you for it. A brief description of the floral piece is also appreciated not just for the family but also for the funeral director in case the card gets separated from the design.
4. Cut dry cleaner's bags open create a large sheet of the thin plastic material. Use these sheets to loosely cover designs in the cooler. By covering the pieces you help retard the evaporation of water from the blooms as well as help the flowers "crisp" up. Keep a box of precut bags handy to use whenever you store sympathy flowers.
5. Notify the funeral director as early as possible when you have multiple pieces for a service. He will appreciate advance notice to prepare appropriate space. Offer to help place the flowers or to help remove flowers at the end of the service. Good relationships with funeral directors are important to build and maintain your sympathy business.

dove pos and sympathy etiquette

Funeral flower arrangements express sympathy beautifully while honoring those who are no longer with us. These arrangements are among the most meaningful gestures that friends and family can make during a time of loss.

However, no special arrangement of this kind is complete without a proper acknowledgment. Recipients typically want to respond formally to floral arrangements they have received, but in a time of grief the task, considered a standard of funeral etiquette, can be burdensome without easy access to the sender's information. This is particularly helpful for occasions where the recipient will have received a number of arrangements.

Dove POS adds an acknowledgement address to super tickets by default on orders where the occasion is set to Funeral—but did you know you can set up acknowledgment options for other occasions as well?

Instructions on how to add acknowledgment options to different occasions, as well as other useful information regarding acknowledgments, can be found in the Dove POS manual.



Beautiful Dreams
by Teleflora
T209-1A

marketer of the month

WIN
\$100*

honoring moms and others

Looking for a way to engage customers leading up to Mother's Day and attract new ones to your Facebook page or website? A Mother's Day contest worked very well last year for Lisa Fede of **Fruits & Flowers** in Bridgeport, CT. The concept was not unlike Teleflora's America's Favorite Mom promotion of 2008, except that in the Fruits & Flowers version, "we invited customers to nominate anyone who is a special woman in their life," says Lisa. "Some people wrote about a sister or co-worker. We announced the contest on Facebook and attached a memo to every arrangement that went out, and to every customer billing statement."



The nomination could be in the form of a video or an essay. The prize? A floral arrangement once a month for a year—a value of \$600, according to the announcement. A runner-up got an arrangement once a month for three months. "We did advertise that the winner had to be within our delivery area," says Lisa. "The woman who won"—a single mother whose daughter wrote about how she raised her children through tough times in the 40s and 50s—"calls us practically every other month when the arrangement arrives, she's so moved and elated. We gave her a copy of what her daughter wrote. Her daughter works in a doctor's office, and we ended up getting that account as well!" Lisa definitely plans on repeating the contest this year, but she'll announce it earlier—at the end of March, giving customers plenty of time, both to spread the word and to prepare a statement to honor someone special with words, pictures—and flowers.

* 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!