

myteleflora news

FEBRUARY 2008

Here comes the biggest campaign yet to make you "America's Favorite Florist"!

I have some exciting new details surrounding Teleflora's most spectacular Mother's Day celebration ever, the search for America's Favorite Mom! First, I wanted to be sure you knew that americasfavoritemom.com has launched! This website is the primary tool for driving nominations, so I invite all of you to check it out, start spreading the word, and encourage your customers to nominate their moms! We expect this whole program to re-energize interest in giving hand-arranged, hand-delivered bouquets for Mother's Day.

Once all the nominations are collected, the top 15 nominees will appear on NBC's highly rated "Today Show" from May 5 through May 9. Viewers will have the chance to vote for their favorite mom at the end of each episode. The winning mom from each episode will then be featured on "Teleflora Presents America's Favorite Mom," a grand finale one-hour prime-time special scheduled to air on NBC on Mother's Day at 7:00 p.m. EST/PST. The finale will also include guest appearances from celebrity moms and stories of famous mothers throughout history.

I am also pleased to announce that Teleflora has partnered with *Redbook*

Magazine to promote the program and the America's Favorite Mom Bouquet. *Redbook* will engage readers to nominate their favorite moms, and will also be featuring special moms in upcoming issues. Partnering with a popular magazine such as *Redbook* helps us spread the word about the program, our products and you, our member florists, among millions of people who may be unfamiliar with Teleflora.

This program is a team effort and will not be a success without your assistance. We are looking for your support in driving nominations. Educating your customers and local communities about this program helps boost sales for your shops and creates an understanding of the Teleflora difference—that all of our products are hand arranged and hand delivered by a professional, local florist. Don't forget that for every nomination your shop generates between February 15 and April 15, you will be entered into a drawing to win a new delivery van!

Be on the lookout this month for your America's Favorite Mom marketing kit. This kit will include nomination posters, buttons, aprons, hats and a counter display with a tear pad that explains the nomination process. We

designed this kit as a tool to not only drive traffic into your shops, but also to raise awareness in your local communities about the program and exclusive Teleflora products such as the America's Favorite Mom Bouquet. Remember that one lucky florist in each state will be awarded various prizes for the best-merchandised floral shop, so send in those photos and good luck!

Also remember that anyone who either comes to the America's Favorite Mom website, americasfavoritemom.com, from your eflorist site or who identifies you as their local florist on americasfavoritemom.com will always be redirected back to you for floral marketing purposes. This really is all about bringing customers into your shops—customers you can market to for Mother's Day and beyond.

A promotion of this magnitude will heighten awareness of Teleflora and you, our member florists. These next few months will truly be a special time for all of us! 🌸

Shawn Weidmann
is President of Teleflora.



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America's Favorite Mom is coming to your shop!

Keep an eye out for your America's Favorite Mom marketing kit. This special kit provides you with a variety of in-store materials to help you merchandise your shop after Valentine's Day. Shipping in mid-February, your kit will include the following materials to further support your Mother's Day success:

- store posters
- nomination entry forms
- campaign buttons
- an America's Favorite Mom marketing guide

Don't forget about the America's Favorite Mom Creative Merchandising Contest. You may become a lucky winner of two Stems&Bunches America's Favorite Mom Bouquet Kits (a retail value of approximately \$1,000) or an American Express gift card worth \$100. By using your imagination with the materials in your kit, you could be a winner! See your "Everything You Want to Know About America's Favorite Mom" brochure or visit myteleflora.com to learn more about this promotion as well as other ways you can win with America's Favorite Mom. 🌸



BEFORE



AFTER

A not-too-extreme makeover

At **Johnston's Quality Flowers in Fort Smith, AR**, DuVal (Butch) Johnston, AAF, knew it was time to remodel the store inside and out—but he didn't want to go too far. After all, the building, which has been home to the business since 1958, was designed by Butch's father. The open design, which allows customers to feel at home and to watch designers at work, has been very successful—and you don't want to mess with success. Inside, the 5,000-square-foot space includes a five-by-twelve-foot design table that accommodates six designers comfortably. The table and a special rose cooler, both custom-built prior to 1950, were moved to the new location from the old one a couple of blocks away. Johnston's is a fourth-generation florist. A sense of history is important to everyone there, including the next generation to join the family business, Candace Beasley. "We still do a lot of things the old-fashioned way, like writing cards by hand," says Candace. "It's time-consuming, but Dad feels it is more personal, and it's definitely worth it. We have four full-time designers, three of them AMFs (Arkansas Master Florists). Between all the designers there is over 100 years of experience in floral care and design!" Most important of all is personalized service for each and every customer, Candace believes. It's good to know some things don't change! 🌸

Promote your expertise to customers—and get paid for it.

A talented speaker and educator as well as designer, Vince Butera AIFD, PFCI decided to put that talent into use marketing his shop, **Butera The Florist in York, PA**. Vince advertises and sells packages that offer customers an evening of "floral edutainment." Groups or individuals can book a two-hour floral design seminar that takes place right in the shop, where Vince has an area set up for this purpose. They are welcome to bring their own refreshments, and the events are designed to be fun as well as informative and practical; they are often booked to celebrate a birthday or other special occasion. The evening packages are available at different price points; Vince has donated them for silent auctions and similar fundraising efforts for local charities. Not only do they constitute another service that Vince can offer his customers, but they typically bring a high return in terms of new business. People who attend the seminar often return to book another one—or to place a floral order, including plenty of funerals and weddings. For Butera The Florist, it's been a great way to build relationships with customers, new and old. 🌸



faces & places



A rolling billboard creates buzz

There are many ways to make your delivery van into an attention-getting advertisement for your shop. Peter Nicholls, owner of both **Tides Flowers in Hudson, FL** and **Cindy's Flowers in New Port Richey, FL**, settled on the happy, friendly image of Teleflora's Bee Well Bouquet. A British-born

transplant to sunny Florida, Peter is proud to have become a U.S. citizen in November. His wife, Joan, will qualify for citizenship in the next six months. Congratulations, you two!

Learning never stops

The board of Teleflora's **Oklahoma Unit** took time out during the busy holidays to meet and keep the planning for unit-sponsored educational activities rolling forward. From left to right in the front row are board secretary Sue Kendall,



Teleflora marketing counselor Suzi Lawrence, current unit president Ron Dolby, past president Pam Rainwater; in the back row are board members Jim Gervais and Brian Ipock with past presidents Jon Reynolds and Lynda Gervais.

Celebrating 100 years in business



Teleflora chairman Tom Butler (at far right in the photo) stopped by to with congratulations for the folks at **Aebersold Florist in New Albany, IN**. You don't stay in business for a century without doing something right! At far left in the photo is manager Lara Collett, who just happens to be the daughter of the proud couple in the middle, Dave and Lana Aebersold.

Almost Christmas and still smiling...

...at **Corner Florist in Baltimore, MD** (far left photo), **Faith Flowers & Gifts in Hyattsville, MD** (middle photo), and **Perry Hall Florist in Perry Hall, MD** (far right photo). 🌿



a word from tom

This Mother's Day, we're counting on you to count on us.

By now you've heard about Teleflora's promotion, America's Favorite Mom—and you'll be hearing a lot more about it in the coming months, leading right up to Mother's Day. Here at Teleflora, we're pouring all of our resources into getting the word out and making America's Favorite Mom a big success.

"Success," of course, means bringing customers into Teleflora member shops. But with this promotion, the goal is even higher than that. It's a great opportunity to remind the American public of what florists can do like nobody else, all year long: deliver a powerful emotional message with flowers, artistry, and service.

During the course of Teleflora's America's Favorite Mom campaign, Americans will witness on television, over and over again, the sheer joy that lights up a mom's face in that magic moment when she receives a delivery of flowers from a professional florist. And that's a powerful message right there.

The thing is, we can't do it alone. To bring the message home, we need you to participate actively. That means talking up America's Favorite Mom to your customers, promoting it in your marketing messages, and reinforcing it with in-shop displays. What could hit home better than when you urge your customers to nominate their own moms?

We're telling America that no one can help them express love, caring or concern better than their local Teleflora florist. But that message is incomplete without you. We can only succeed together. Are you up to the challenge? 🌿



Tom Butler AAF is Chairman of Teleflora.

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

Stay up to date on fast-changing prom-flower fashions.

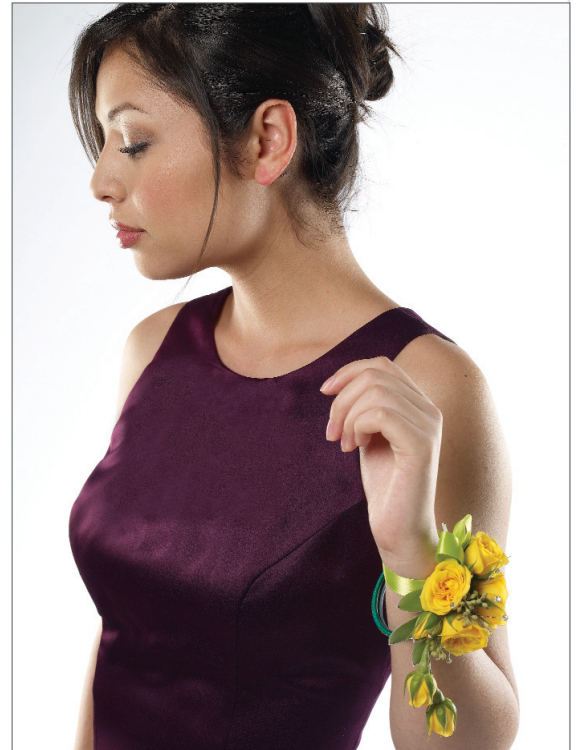
The world of prom flowers has been changing dramatically in the last few years. Flowers have become the ultimate prom fashion accessory. They're like jewelry, but more affordable and adaptable to prom themes and trends. Bracelets, anklets, rings and necklaces made from flowers are all very much "in" for today's prom-going teen. One reason for the intense interest in prom flowers is the availability of new materials and labor-efficient mechanics. For the last two years, the Teleflora Education Center in Oklahoma City has hosted "Flowers to Wear: Proms, Corsages and Boutonnieres," a popular hands-on class for retail florists who want to stay current with the latest styles and construction techniques. Here are some of the things we have learned:

- **The value of a corsage** was previously determined by the number of roses used in it. Today, value has more to do with the design's uniqueness and the amount of "bling" added.
- **Ordering trends** are changing. Often the order is placed for both the girl's flowers and the boy's boutonniere at the same time.
- **Boutonnieres** are changing from the clown-like single standard flower to small collections of flowers and foliages.
- **Decorative wires** are easy to use—and even easier with the right tools. Many designers are using a set of jewelry tools (smaller-scaled pliers and cutters) to make their creations.
- **Speed of construction** is a benefit of the latest designs, which may appear more time consuming, but are surprisingly fast to make. The popular wire bases can be made in advance.
- **Cold floral adhesive glues** are no longer considered "iffy." They are mainstream construction mechanics.

When you learn how to use glue effectively, prom designs will be durable for the entire evening.

• **Matchy-matchy is out.** Contrast is in! Learn how to use a color wheel to sell contrasting-color flowers for a more effective look in photos and in person.

Want to learn more? The Teleflora Education Center in Oklahoma City is hosting "Flowers to Wear: Proms, Corsages and Boutonnieres" March 2-5, 2008. For information about the program, please call the Education Center at 800-456-7890.✉



See the upcoming March issue of *Flowers & Magazine* for these and other trend-setting floral designs by Marisa Perring AIFD. Photography by Ron Derhacopian.

Still wondering whether to go POS? Here's one florist's story.

If you've been thinking about making a change to your business but have hesitated because of money, fear or uncertainty, don't delay another day! Dove POS can help take your shop to the next level of service and efficiency.

Jan Steiner, owner of **Franklin Florist & Gifts in Franklin, OH** knows how you feel. Using an old computer and outdated ADS software to do her billing, it would take her three to four hours every week just to bill her customers. While she knew her current system was inefficient and could fail at any time, she was still hesitant to consider a POS system. "Since I don't have a large business, I thought that the Dove POS system was too much, and that I didn't need it. Perhaps I was just afraid of making a change."

Jan finally took the plunge in October and purchased Dove POS, and she hasn't looked back. "I can do all my billing and print out my end-of-the-month

reports in half the time it used to take me. This system allows my staff to focus on what's really important—providing the most professional and efficient service possible to our customers."

In addition to billing, Jan loves the support she gets from Teleflora in learning how to operate her new system. "What most people don't know about is the e-care system, which allows a Teleflora technician to take control of our computer and address concerns we have. What a comfort to know someone is there to help us!"

In fact, when it comes to Dove POS, Jan couldn't be happier. Well, she does have one regret: "I wish I wouldn't have waited so long to implement this system. It is truly remarkable."

To learn more about Dove POS, visit myteleflora.com or contact your local Marketing Counselor. 🐘

Customize your billing process with these handy features of Dove POS:

- Use Dove POS to bill all customers or a single customer.
- Customer billing can be done via email with the email module of Dove POS.
- Print all invoices or just those invoices that have not been billed before.
- You have the option to charge a late fee per order or per customer.
- Include a return stub with your invoice.
- Use paper preprinted with your store logo, or print on plain white paper and Dove POS can add your store info.

Here comes life in the fast lane. Sit back and enjoy the benefits!

This year, Teleflora is going high-speed! In 2008 we'll be launching high-speed versions of our Daisy, RTI and Eagle point-of-sale systems. These systems will join Dove POS, which is already integrated with high-speed Internet access, and Teleflora's new high-speed Dove Network, DovePlus.

This means all Teleflora POS systems will feature high-speed credit card processing and high-speed Dove. Florists can send and receive orders faster. You can process a credit card in as little as two to four seconds. Plus,

a high-speed Internet connection can potentially save you money when you drop your dedicated Dove phone line.

With the DovePlus network, florists can also enjoy a bunch of additional high-tech features. DovePlus enables remote access, so you can access the Dove Network from anywhere you have an Internet connection. Plus, you'll never again have to load a Directory Update CD: DovePlus will update automatically on a quarterly basis with the latest shop and codification information.

The faster your computer systems, the more time they save you—time you can spend in the design room or with your customers. To learn more about DovePlus, visit <https://www.doveplus.com> or call 800-643-0100 to add your shop name to the upgrade list. For more information on when you can expect your POS system to go high-speed, contact your Marketing Counselor or POS Support. 🐘

Frequently asked questions—and answers— about buying farm-direct flowers on Teleflora's Stems&Bunches website.

How do I place an order?

There are a few ways to place an order. You can log on at www.stemsandbunches.com and place your order directly on the site. You can also call our flower experts at 800-794-8288 and press option 1 to place your order right over the phone.

How do I get a user name and password?

Simply call 800-794-8288 and press option 2 to speak with a Stems&Bunches customer service representative. They can assist you with obtaining your own user name and password. They can also assist with additional questions you may have once logged on to the site.

What are the shipping charges?

All prices that you see listed on stemsandbunches.com are landed. This means that all shipping charges are included. There are no additional fees or charges. The price that you see on the site is what you pay, no more.

What are the box charges?

Just like the shipping charges, all box charges are included in the price listed on the site. There are no additional charges or fees.

What if I am looking for a product that I cannot seem to find on the website?

Call 800-794-8288 and press option 1. A Stems&Bunches representative will be happy to locate the product for you.

How will I be billed?

Each order will appear on your Teleflora Clearinghouse Statement the following month. Similar to products that are purchased from Teleflora, there will be a Stems&Bunches section which will list your orders and totals right on the statement. Your S&B charges will be included in the "amount due."

How can I place or find out about standing orders?

Standing orders are placed by speaking with a Stems&Bunches representative. Simply call 800-794-8288, press option 1 and we'll take it from there.

How do my flowers get to me?

All orders placed with Stems&Bunches are shipped using "next-day" service via UPS or FedEx. They arrive directly to your shop on the A.M. delivery schedule of the respective carrier.



Can I find product for special events and weddings?

Yes! Stems&Bunches has hundreds of varieties of flowers available, many of them great for your wedding and special event business. We also have what we call our "Black Tie Collection." As our most elite line of superior-quality flowers, this collection is the easiest way for you to access an entire world of rare and exceptional products.

Are there any publications where I can view Stems&Bunches products?

Yes, Stems&Bunches offers several publications that showcase some of the flower varieties featured on the Stems&Bunches website. In addition, these publications are designed to be used with customers in your shop to show them potential offerings for weddings or other special events. Many shops use these as a selling tool in their shop everyday. To purchase copies of The Flower Palette, The Rose Palette or The Black Tie Collection, call 800-794-8288 (option 1). 🌸

Have you looked at spray roses lately?

Featured in three of the four Teleflora Easter bouquets, spray roses offer a great value for everyday sales as well. Consider these benefits:

- Today's spray roses have larger heads than in the past. The latest varieties open beautifully and come in trendy colors from burnt orange to hot pink.
- With at least four blooms on each stem, spray roses can save you design time: you get four times the show from a single stem placement. The sprays are versatile: they can be used as whole stems in vase arrangements or the flower heads can be used separately in low foam arrangements or in corsages and boutonnieres. Combined with a little foliage or filler they make easy, affordable drop-in bouquets with high perceived value.
- Spray roses are available for one-time purchase or on standing order, direct from growers through Teleflora's Stems&Bunches at stemsandbunches.com or by calling 800-794-8288. 🌸



"Moon" carnations make a great talking point with customers.



People take notice of carnations in the Moon series from Florigene, with their distinctive hues from pale lavender to deep purple. And there's a reason for that. These colors stand out in part because they do not originally occur in nature but are the result of genetic modification technology.

Customers are fascinated to learn that Moon carnations came about as a result of Florigene's quest to create a blue rose (a goal that eludes breeders to this day). Rather than cross-breeding to obtain a blue color in a flower where the gene for blue is lacking, Florigene scientists worked on isolating the gene where it does occur—in petunias, for example—and transferring the gene from one species to another. The color of Moon carnations results from successfully implanting the blue gene from petunias into carnations.

Florigene's mauve-colored Moondust™ was the world's first genetically modified flower on sale. It has been followed by other shades of purple, in both standard and mini carnations.

Moon carnations are featured in Teleflora's Butterfly Bouquets for Professional Secretaries Week. But they're a great addition to everyday arrangements, especially those that feature oranges, pinks, blues and greens. For more information on Moon carnations, visit Florigene.com. To purchase them, request them by name from your local wholesaler or from Stems&Bunches growers on stemandbunches.com. 🌸

Tell your friends— you're on television!

Teleflora appears on Starz Entertainment's "Head Case"!

Teleflora is currently being featured in the second season of Starz Entertainment's comedy show "Head Case." The season kicked off on January 23 and runs through March.

"Head Case" stars actress Alexandra Wentworth as Dr. Goode, who shares office space with Philistine Freudian shrink, Dr. Myron Finkelstein, whose own practice is floundering due to a rash of recent patient suicides. Dr. Goode is brash, unconventional, and judgmental, but undeniably thriving as the

"it" therapist to Hollywood's maladjusted elite. On a daily basis, Dr. Goode dishes her own unique methodology to a waiting room filled with a who's who from the world of entertainment, sports and music.

A branded Teleflora delivery character was written into the storyline around the steady stream of floral deliveries that Dr. Goode receives. Various episodes will include a running joke around the office that every time the Teleflora delivery character arrives with flowers for Dr. Goode, her colleagues and

celebrity clients will know that her personal life has taken a turn—whether for the good or bad, nobody knows. You'll also catch a Teleflora delivery van at various points in the season.

With cameo appearances from celebrities including Jeff Goldblum, Lone Skye, James Denton, Joel Madden, Trudie Styler, David Alan Grier, Jason Lewis, Christopher Lloyd, Lea Thompson and Rosanna Arquette, this show is something that can't be missed! 🌸



On "Head Case," actress Michelle Arthur plays the receptionist to therapist Dr. Goode, played by Alexandra Wentworth. Dr. Goode regularly receives flowers, delivered by a driver and in a van that promote awareness of the Teleflora network to the show's audience.

The prize is right: Teleflora on CBS.

This coming season, Teleflora will be featured on the longest-running game show in television history, CBS' "The Price Is Right!" Twelve of Teleflora's arrangements will be part of the final showcase prize package, which happens at the end of each episode. The final two contestants are shown a variety of different prizes (e.g., a trip to Hawaii, new car, new boat, dining room or bedroom set) and have to guess how much the whole prize package is worth. The

contestant who guesses correctly wins everything—including one arrangement a month for a year, courtesy of Teleflora. As the camera pans to every part of the prize package, the Teleflora arrangements will be shown. Teleflora will be part of the final showcase for a total of three times throughout the 2008 season. The first episode is scheduled to air February 29, so be sure to tune in! 🌸