

## Compliance with the latest standards reduces the risk of credit-card fraud.

The credit card industry continues to tighten security standards and increase fines for retailers who do not take steps to protect consumer credit card data.

“Florists using point-of-sale systems must do two things immediately to protect their business from steep fines and the loss of their merchant account,” says Jay Armstrong, Teleflora’s vice president for mid-range POS systems. “They must upgrade to the latest version of their POS system and delete old customer data.”

In April, one national retailer reported credit card data theft and admitted that some of the stolen information, dating back three to seven years, was not encrypted, violating basic security practices. The breach impacted over 56,000 consumers in 14 states.

For Teleflora members, the easiest way to reduce risk is to upgrade their POS software. “During the past 90 days we have introduced new versions of Eagle, Daisy, RTI and Dove POS that include enhanced credit card security as well as other new features,” says Armstrong.

In most cases, upgrades only take a few hours and are free to members who have maintenance contracts. However, members who haven’t upgraded their system hardware in several years may need to do so prior to upgrading their POS system.

Florists who don’t upgrade may lose their ability to process credit cards even if they don’t have a security breach. “Credit card processors are no longer willing to accept transactions from florists who are using older POS systems,” says Armstrong. “The day is quickly approaching when florists who opt not to upgrade their system will have their merchant accounts terminated.”

Armstrong recommends calling POS tech support to verify what version of software is currently installed and to schedule an upgrade if needed. If you know what version you have, check the chart to see if it’s the most current. ☛

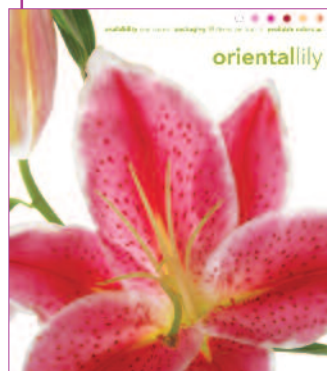
POS System	Current Version	Support Phone Number
Eagle	Eagle 5.5 or higher	800-237-7673
Daisy	Daisy 6.5 or higher	888-324-7963
Dove POS	Dove 3.0 or higher	866-444-3683
RTI	RTI 12.5 or higher	800-621-8324

## products, promotions, events

### Standing orders save you money!

Did you know that shops with standing orders save, on average, 80% over open-market pricing during the peak floral holidays? Now is the perfect time to place a standing order and lock in your price for the year, so that, regardless of rising fuel costs and increased flowers cost during the holidays, you pay no more. Plus, you’re assured of having the flowers you need when you need them.

Stems&Bunches makes standing orders easy. The flower-buying service offers a wide selection of premium flowers fresh from all over the world. This past August, a pricing booklet was included with your clearinghouse statement. Now is a great time to call and lock in your orders. Hurry! There is little time left! Call 800-794-8288, press option 1 to speak with a sales representative and lock in your standing orders today! ☛



### Wanna go Dutch?

By now you have seen the newest publication from Stems&Bunches, *The Dutch Palette*. This unique booklet, which arrived with your Fall 2008 Resource Guide, is filled with tons of premium Dutch product. When it comes to Dutch flowers, we have the market cornered! Our breathtaking range of colors and varieties is unequalled by any other supplier. Nobody can provide you with as many floral varieties, both popular and hard-to-find exotics, all yours for the ordering.

If you are looking for additional copies of *The Dutch Palette* for your shop, Stems&Bunches has them available in packs of five for just \$24.99. Log on to [www.stemsandbunches.com](http://www.stemsandbunches.com) to place your order. But hurry, supplies are limited! ☛

# myteleflora news

SEPTEMBER 2008



## Delivering smiles

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## Let us help you cut costs and boost your business with DovePlus™.

In today’s fast-paced world, it’s vital to stay ahead of the curve. And, as always, Teleflora leads the way in technology for florists.

One major example of that pledge is DovePlus, a system upgrade that brings you the speed, convenience and efficiency of using an Internet connection instead of a dedicated phone line for sending and receiving orders.

More than 3,500 member florists currently use DovePlus, and several hundred are being added each month. By Valentine’s Day, we expect 6,000 members to be on board.

DovePlus offers significant benefits. It eliminates the cost of a dedicated phone line (usually about \$50 a month), and you don’t have to tie up a line to use the system. With faster order processing and other time-saving tools, you’ll be free to focus on customers and increase your sales.

You’ll get more flexibility because you can check orders from home or anywhere you want to log on. You’ll also be able to see products without having to install CDs, and the new florist lookup screen is easier to navigate.

Another important feature: DovePlus helps you market your business to fellow florists. If you have an ad (4½ inches or larger)

in the print directory of florists, you’ll also have an online banner ad along the top of the florist lookup screen.

Ads change every eight seconds; larger advertisers appear more frequently in the rotation. When a DovePlus user hovers over an ad, a pop-up window of information will appear. It’s a great way to gain exposure and visibility among other florists filling orders.

In addition, the notes, products and preferences tabs are now easy-to-find grid icons that you can click on. The notes icon lets you view, add or edit information.

DovePlus launched last fall and since then we’ve added features based on your feedback. We will continue to listen to your suggestions and adapt the application accordingly.

At Teleflora we believe that if we offer you efficient and effective tools to run your business, you’ll be the most successful florist you can be. And that’s good for all of us. ☛

Shawn Weidmann  
is President of Teleflora.



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## Thank you, Make Someone Smile® Week volunteers!

Once again this summer, Teleflora florists delivered smiles to those who needed them most. During Make Someone Smile® Week (July 20-26 this year), volunteers across North America designed and delivered flowers to residents in nursing homes, patients in children's and veterans' hospitals, and others who would not otherwise receive them.

Now in its eighth year, the charitable project is sponsored by Teleflora and organized locally in the U.S. by the board members of the 44 Teleflora Units. Project facilitators coordinate with local service organizations and rally Unit members to get the effort underway. Generally these florist volunteers also succeed in alerting the local media to an event that speaks volumes about the role that flowers and professional florists can play in bringing cheer and comfort into people's lives.

The project also relies on generous flower donations from local wholesale florists, along with thousands of Be Happy® Mugs donated by Teleflora.

"Make Someone Smile® Week takes a lot of work behind the scenes from those who plan it locally for weeks ahead," says Teleflora's Manager of Units Donna Nelson. "We're very grateful to those florists."

"It's a big effort, but it's all worthwhile," adds Rich Salvaggio, Teleflora's vice president of industry relations and publications, "when you see how much difference it makes and what a great message it sends to the public about the power of flowers to say, 'Someone cares.'"

On this page are just a few of the photos that came into Teleflora headquarters following Make Someone Smile® Week. For more information about the project, please visit [myteleflora.com](http://myteleflora.com).



From left to right above, Teleflora volunteers deliver smiles in Colorado, Alabama, and Virginia. On the cover, Middle Atlantic Florists Association president Brian Benton loads his shop's SUV, which made nine drops in Prince William County, Virginia.



Clockwise from top left, Oklahoma Unit President Ron Doby with a recipient; North Texas Unit President Bruce Easley with nursing home residents in Mabank, TX; more smiles in Prince William County, VA; florist volunteer Melissa Maas helps out with the Wisconsin-Upper Michigan Unit; and two ladies hold flowers from the Kentucky Unit, wearing smiles that say it all.



## Teleflora lends a hand in the fight to cure cancer.

Next month (October) is Breast Cancer Awareness Month—and for the many who care deeply about this cause, Teleflora is making it possible to contribute while sending a gift of flowers at the same time. The charitable program is undertaken in a continuing partnership with The Breast Cancer Research Foundation® (BCRF), through August 31, 2009.

Last year, a similar program was a huge success, exceeding the \$100,000 guaranteed minimum donation! This year, Teleflora's goal is \$250,000, and the company has increased its contribution to 15% of the purchase price on Teleflora.com of five selected bouquets (Teleflora's Polka Dots and Posies, Teleflora's Pink Blush Bouquet, Teleflora's At First Blush, Teleflora's Sweet Pinks and Teleflora's Pinking of You).

Additionally, Teleflora has entered into a charitable partnership with Stand Up to Cancer (SU2C) through July 31, 2009. SU2C is a new organization that funds cutting-edge research aimed at finding cures for all types of cancer. Teleflora's donation commitment is 20% of the purchase price of a standard or deluxe Stand Up To Cancer Bouquet, which became available on Teleflora.com in August.



## You never know how much difference flowers can make until you see it happen.

Teleflora's Make Someone Smile Week has been going strong and getting bigger every summer for eight years now. Every summer I've enjoyed hearing the stories afterwards from florists who participated in the project.

This year the Rocky Mountain Unit went door to door in the town of Windsor, CO, which had been hit by a tornado two months before. "The timing was perfect," writes project chair Denise Fuller. "A lot of people in this town have lost homes and jobs." If you were thinking that a small gift of flowers would be insignificant to someone in that situation, you would be wrong. "It was a very much needed boost," says Denise.

Other Units told similar stories, of smiles being delivered "just in time"—for example, to elderly people who had just suffered a stroke, lost a loved one, or received a discouraging diagnosis. Sometimes there were tears of joy mingled with the smiles.

"One of our recipients said he had never received flowers before," reports Patrick Gustaf of the Minndakota Unit, which delivered to the Sioux Falls, SD VA Medical Center. "He had been at the VA for four months with no visitors other than VA personnel because his family lived so far away. When we told him, 'Have a great day,' he said, 'I just had the best part of my day.' This is such an important project—it is one special way to let these deserving veterans know how proud we are of all that they have sacrificed."

In Washington, DC, the DC-MD-VA Unit delivered to the Washington Hospital Center. "It was really hot when we arrived," says Jeanne Ha, "so even the healthy people seemed tired and melted." The patients in the cancer ward looked thoroughly exhausted and beaten down—until they received their flowers. "The flowers instantly made their faces shine," Jeanne writes. "Every patient who received them seemed to revive like a wilted flower when it drinks fresh water. And that made our own tiredness go away."

Jeanne went on to thank some of the folks from Teleflora who helped to make the project possible. She ends her message by saying, "I'm looking forward to Make Someone Smile Week 2009!" So are we at Teleflora, Jeanne—so are we, thanks to enthusiastic volunteers like you and the others who contribute their time and effort to make it happen.



Tom Butler AAF is Chairman of Teleflora.

More updates from Tom can be found at [MyTeleflora.com](http://MyTeleflora.com).



**Double recognition**

In July, Rich Salvaggio AIFD, AAF, PFCI, Teleflora's Vice President of Industry Relations and Publications, was honored with not one but two prestigious floral industry awards. First, at the National Symposium of the **American Institute of Floral Designers**, he received the highest award the institute can bestow: the Award of Distinguished Service to AIFD. Recipients of this award are known as "Fellows of AIFD" and are granted life membership. The purpose of AIFD is floral design education, so it's not surprising that Rich, who has made floral design education his life's work, has done an outstanding job of serving the institute—among other roles, as president, as symposium chair, and in his current position as treasurer. "AIFD has so much to offer," says Rich. "But perhaps the best thing it has to offer is the chance to give back to the industry in a meaningful way." Seen in the photo are Teleflora President Shawn Weidmann, Rich himself (with his award, a Frabel glass sculpture), Teleflora Education Specialist Tom Bowling, and Teleflora Chairman Tom Butler.

Later in the month Rich received an Achievement Award from the **Texas State Florists' Association**, "in appreciation for outstanding leadership, dedication, and unselfish service to TSFA and the floral industry."

Congratulations, Rich, and thanks for all you do for professional florists and floral designers!



**Florist moms are the best!**

"This is a story about the most wonderfully unselfish mother of all," wrote Skip Shipman last spring. He was nominating his wife Lyn for "Teleflora's

Favorite Florist Mom," the contest where Teleflora invited members from the U.S. and Canada to submit essays about their favorite moms in the floral industry. Of the many inspiring finalists, Lyn Shipman was selected as the grand prize winner. Lyn has been an outstanding mother by circumstance to three families of kids in two different generations, all at the same time she was building **Brenda's House of Flowers in Woodstock, GA** into one of the country's top flower shops. Her prize included a diamond-solitaire pendant, presented to her by Teleflora Chairman Tom Butler.

**Helping Girl Scouts help others**

For almost a year now, the 12 members of Girl Scout Troop 379 have been operating their own version of Teleflora's Make Someone Smile Week, delivering floral arrangements on a regular basis to folks who are isolated and in need of a smile. The charitable project, called "Flowers for Friends," is conceived as a "non-profit business" and has its own website ([www.flowersforfriends.org](http://www.flowersforfriends.org)). With help from Jackie Burrell of **Flowers from Sky's the Limit in Petoskey, MI**, the girls have learned to refresh and reassemble donated flowers left over from weddings, funerals, church services and other events. Each arrangement is hand delivered by a member of the team, which makes an effort to build relationships with the recipients in hospitals and nursing homes. The project operates out of the back of **Flowers from Sky's the Limit** every Tuesday through Thursday in the afternoon. It's a very impressive achievement! Any future florists in that troop?



**Flowers in the fast lane**

The owners of **Razzle Dazzle Flowers & Gifts in Apache Junction, AZ** never lose an opportunity to promote their business—along with Teleflora, the Society of American Florists, and flowers in general! The shop is owned by three sisters, Marcella Maher, Clara Naylor, and Caroline Naylor. In July, they participated in an "open house" event celebrating the opening of a new section of freeway, Loop 202. They handed out about 4,000 flowers—sleeved, water-tubed, and affixed with coupons—plus several hundred balloons. About 15,000 people attended the event. After Caroline Naylor called to invite the local paper, Razzle Dazzle made the front page! The shop's display was eye-catching, thanks in part to posters from Teleflora and SAF. The sisters had spent the prior weekend making and delivering arrangements for Make Someone Smile Week, so they had to summon up some extra energy for the Loop 202 promotion, but it was worth it, says Clara: "We knew it would be an appropriate gift to the community to participate in this event."

**Go RTI!**

Florists who have RTI, Teleflora's top-of-the-line point-of-sale (POS) system, rave about the system and Teleflora's conference for RTI users. The most recent RTI Users' Conference was held this



summer in Las Vegas. Happy to be there were, among others, in the front row from left to right: Debbie

Listman, Chief Operating Officer for Teleflora; Jack Howard, Teleflora's Vice-President, National Sales; Chip Frederick and Sonja Frederick of **Flowers & Plants in McLean, VA**; Dottie Pannepacker of **Penny's Flowers in Glenside, PA**; Howard Hurst of **Tipton & Hurst in Little Rock, AR**; Teleflora Chairman Tom Butler; and in the back row from left to right: Bob Pannepacker, also of Penny's Flowers; Art Conforti of **Beneva Flowers & Gifts in Sarasota, FL**; Keith Riewe of **Bice's Florist in Hurst, TX**; Teleflora CEO Shawn Weidmann; and Ken Young of **Phoenix Flower Shop in Phoenix, AZ**.

**A life of achievement**

At the **Oklahoma State Florists' Association** convention in July, Sally Ann Davis of **Flowers by Sally Ann**



in **Broken Arrow, OK** received the association's Lifetime Achievement Award. Congratulations, Sally Ann! Pictured from left to right are Toni Garner of **Toni's Flowers & Gifts in Tulsa, OK**; Sally Ann Davis; Tom Butler, Chairman of Teleflora; and Susan Shebester of **Coleman's Flowers in Oklahoma City, OK**.

**Bob McClellan retires from Hortica**



If you've been in the floral industry as long as Bob McClellan has, you might have been introduced to **Hortica** as Florists' Mutual Insurance

Company. In business under one name or another since 1887,

Hortica is the floral industry's leading provider of business insurance and employee benefits. This year, Bob retired as company president; the new president is Mona Haberer. Teleflora's Tom Butler was on hand to congratulate Bob; pictured in the photo, from left to right, are the late Todd Bachman, who served on the board of directors for Hortica, Mona, Bob, and Tom.

**Remembering Todd Bachman**

The sense of grief and loss were widespread in the floral industry when August headlines from Beijing, China reported the tragic death of Todd Bachman, Chairman and CEO of



**Bachman's Inc in Minneapolis, MN**, one of the country's leading retail florists. Todd and his wife Barbara (pictured together) were sightseeing with their daughter, 2004 U.S. Olympic Women's Indoor Volleyball player Elisabeth Bachman McCutcheon, who is married to United States Olympic Men's Indoor Volleyball Head Coach Hugh McCutcheon, when they were attacked by a knife-wielding assailant in an apparently random act of violence. Barbara was seriously injured, but her condition was later upgraded from critical to stable; Elizabeth was not hurt.

Over his long and respected career Todd Bachman held leadership positions with a number of floral-industry organizations. He was known as a generous supporter of industry and community causes, an effective advocate, and a caring individual. He will certainly be missed.

**A quarter century for Plaza Florist**

In July, Pennsylvania Senator John Rafferty (a loyal customer for two decades) and Representative



Mike Vereb were on hand to officially recognize **Plaza Flowers in Norristown, PA** as an "outstanding business in the commonwealth for 25 years." Established in 1983 by Dottie Drummond, a second-generation florist, Plaza Flowers is now operated by Dottie's children, Heather and Chris. One of the early keys to its success? Plaza Flowers was one of the first shops to open every day of the week, following Dottie's simple philosophy: "Deliver beautifully designed fresh flowers everyday." 🌸

## It was a busy summer at the Teleflora Education Center!

Here are highlights from just two of the summer classes. For more information on the Education Center, call 800-456-7890 or visit MyTeleflora.com.

More than 250 varieties of flowers and foliage, including tropicals from Hawaii and spectacular product from around the world, were brought in for **Creative Edge** with Hitomi Gilliam (top row of photos below). The

class included instruction in techniques of *hana kubari*, the Japanese art of natural, visible mechanics. Students also received personalized coaching in “floral showmanship”: how to strut your stuff! Nevertheless, the bottom-line message of the class, says Hitomi, is this: strive to be, not an ego-based designer, but a knowledge-based designer.

In the **Traditional Wedding Design** class,

with instructor Joyce Mason-Monheim (bottom two rows of photos), students also learned about selling in a consultation and pricing wedding designs. Still, the hands-on design workshops are everyone’s favorite. You can gauge the enthusiasm from the class photo, with each student holding his or her traditional Biedermeier bouquet! 🌸



Hitomi Gilliam’s “Creative Edge” class at the Education Center gave students a chance to learn some advanced mechanics. Above, from left to right, student Amy Anderson designs; Hitomi demonstrates how to secure two pieces of river cane together with the least amount of Bindwire; Kim Wood flexes a stem to place it into a design; and eight designers at a time take part in a “showmanship challenge”—staged almost like a reality show. In Joyce Mason-Monheim’s Traditional Wedding Design class (photos at right) students received coaching in bouquet design and showed their enthusiasm for the class with a showing of their finished Biedermeier bouquets.



## Need help marketing for the holidays? It’s on the way!

Keep an eye out for Teleflora’s marketing kit for Halloween, Thanksgiving and Christmas, which contains everything you need to merchandise your shop for the holiday season. Shipping in mid-September, your kit will include the following materials to help support your holiday sales:

- Store and window posters
- Banners
- Halloween, Thanksgiving and Christmas marketing guides
- Workroom posters
- Colonial Williamsburg Sweepstakes Tent Card
- Kinkade’s Home for the Holidays Sweepstakes Tent Card

The store and window posters include one to promote Teleflora’s Tinker Bell Bouquet, timed to coordinate with the October release of Disney’s Tinker Bell DVD. Another special item in this kit is the 2009 Industry Planning Wall Calendar, a handy tool to help you with your marketing strategies for the coming year.

But don’t forget about our promotions for the fall and winter holidays! For Thanksgiving, we have created The Colonial Williamsburg Sweepstakes, inspired by the magic of Colonial Williamsburg. Beginning on Monday, October 6, our sweepstakes gives you and your customers the chance to win some “revolutionary” prizes, including two Colonial Williamsburg Family Adventures for your customers and a trip to the 63rd Annual Garden Symposium in Colonial Williamsburg for yourself.

Thomas Kinkade’s Home for the Holidays sweepstakes begins on December 1. Inspired by the new movie, *Thomas Kinkade’s Christmas Cottage*, releasing November 11, we’re giving you and your customers the chance to win some irresistible prizes. Your customers could win one of three grand prize trips to Monterey, California to meet with Thomas Kinkade and enjoy the local sights along with other incredible prizes. By purchasing the Thomas Kinkade’s Childhood Home Bouquet by Teleflora product, we’re giving you the chance to win one of five boxes of Thomas Kinkade Childhood Home cottages signed by the artist himself, as well as a Stems&Bunches holiday flower and greens pack, a PR kit and DVD from Thom himself.

Your HTX (Halloween, Thanksgiving and Christmas) marketing kit is complete with everything you will need to help you merchandise your store and promote both of these fantastic sweepstakes! 🌸

