

Take the Stems&Bunches Rose Challenge! Try out some new varieties at discount prices.

Roses are a year-round favorite—but with low prices and strong supply, summer is the best time of the year to try out new varieties and suppliers. That might even include some exclusive, boutique varieties that can't be found in every shop and that will get your customers talking: for example, 90-centimeter Cherry Brandy roses from Ecuador, perfectly pristine white Polar Star from California, or even those funky Rainbow roses from Holland.

To help Teleflora florists take advantage of this seasonal opportunity, Stems&Bunches is issuing a "summer rose challenge" both for current Stems&Bunches customers and for shops that have never purchased before.

Maybe you would like to try farm-direct flowers, even book a standing order, but you aren't sure which farm is for you. This is your chance to educate yourself and to let your customers know that your shop is the place to find the newest, freshest and most unique flowers around.

We are so confident you will love our roses that **we are offering free sample boxes** to Teleflora members who call and accept the challenge! Here are the details:

- Scheduling for your free box must be placed during the week of May 19-23 (Monday-Friday, between 8:00 a.m. and 4:00 p.m. Central Standard Time)—while supplies last!

- You must select a delivery date between June 1 and June 15. (Delivery available Tuesday-Friday. Contact Stems&Bunches for details.)

- Current and new Stems&Bunches customers are welcome!

- You must call 800-794-8288, option 1, to participate in this offer. The offer is not available on stemsandbunches.com.

- The Stems&Bunches challenge includes one box of roses, assorted colors, grower's choice: no special orders.

- Only available while supplies last! Be sure to call early—these free boxes are sure to go fast! 🌹



Fiesta



Cherry Brandy



Happy Hour



Polar Star



Crazy One



Finice

myteleflora news

MAY 2008

A Mother's Day update and—viva Las Vegas!

I want to use this month's letter to focus on two things: America's Favorite Mom and the upcoming RTI conference. I know these are very different topics, but both are important and beneficial for you and your shop's success.

By the time you read this, we will have just completed what I believe will be a historic Mother's Day. Of course I am not just talking about the fact that it is the 100th Anniversary of Mother's Day, but I am also talking about the multi-media event that was America's Favorite Mom. This event was the biggest thing to hit this industry in a long time and next month's letter will detail all the amazing results including the outcome of the TV show and the amount of orders you, our loyal Teleflora florists, received.

But I want to make it clear what a difference you, the florists, made—it truly would not have been as great as it was without you. You marketed the event locally with schools, churches, radio and TV stations. You put up billboards and handed out leaflets. At Teleflora we spent millions of dollars to make this a success for the industry,

but it was your final push that really made it work. The industry will be stronger as a result of these efforts for a long, long time—and that was really the purpose!

I also hope you enjoyed the commercials that ran during the primetime show. We have internally dubbed these spots the "Teleflora Difference" spots and they were a lighthearted approach to make consumers aware of how you send the right message when a bouquet that is hand-arranged and hand-delivered by a professional florist as opposed to a bunch of flowers in a box is sent. We believe in florists, and that is why we created this commercial and why 100% of our orders are handled by local professional florists. Have I ever mentioned that we are the only wire service that can boast this?

Switching gears to technology now, as you know, Teleflora makes it a priority to provide you with superior resources and training that will help your business grow and allow you to compete in today's competitive retail environment. I hope all you RTI users will join us at the RTI conference from

June 19-21 at Caesars Palace in Las Vegas. Regardless of which version of RTI you are operating, this conference is beneficial to all Teleflora members who use RTI.

The RTI conference provides a wonderful learning opportunity on how to better utilize current features and learn about upcoming enhancements. Along with being able to network with Teleflora employees and other RTI users, you will have the chance to attend various classes, one-on-one sessions and hands-on labs. There will also be a chance for you to offer suggestions on future RTI enhancements. And since this conference only happens every other year, I urge you to take advantage of this opportunity!

Next month's letter will feature a full recap of the America's Favorite Mom program—I can't wait to tell you what a huge success it was!

Shawn Weidmann is President of Teleflora.



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faces & places

Winners in Colorado

Designers from three Teleflora member shops all placed in the 2008 Colorado Floral Designer of the Year competition—the Inaugural Colorado Cup—held in March. The 2½-hour event featured 15 designers, each creating three pieces: a bridal bouquet, an arrangement for a children's party, and a sympathy arrangement. Cindy Anderson AIFD of **DesignWorks in Colorado Springs, CO** (center in the photo) was awarded the Colorado Cup and named 2008 Colorado Floral Designer of the Year, while Shannon Conner (left) of **Schluter Floral in Durango, CO** took second place overall and Erica Rasmussen of **Bouquets in Denver, CO** was the third-place winner. All three won cash prizes, while Cindy will go on to represent Colorado in the National Designer of the Year contest, sponsored by NAFA (the National Alliance of Floral Associations), to be held in Denver, October 4. Congratulations to all!



Eager to keep learning

At a meeting of Teleflora's Oklahoma Unit, Marta Land of **House of Flowers in Shawnee, OK** was the happy recipient of a unit scholarship to study at Teleflora's Education Center in Oklahoma City. With Marta (at right



in the photo) is Becky Hearon, scholarship chairperson for the unit, and Unit President Ronn Doby. Who knew "back to school" could be so much fun?

Party girl

Saleable party tables were the topic for Julie Poeltler AIFD, riveting the crowd's attention during a design program at this year's **Northeast Floral Expo**. The expo, held in Hartford, CT, was sponsored as always by the Connecticut Florists Association, Julie by Teleflora; she is one of the newest members of Teleflora's Education Specialist team.



Celebrating half a century

At Valentine's Day, Evelyn Pence of **Edinburgh Flower Shop in Edinburg, IN** began her 50th year as owner and operator of the shop, which she purchased with her husband Bob from the original owners. Bob passed away in 2006, but Evelyn continues to run the shop with a capable hand. Known for her work ethic and contributions to the community, she received a nice tribute in the local paper, the *Edinburgh Courier*, on the occasion of this anniversary—a milestone well worth marking.



A diamond anniversary (almost) for Baseline Flower Growers.

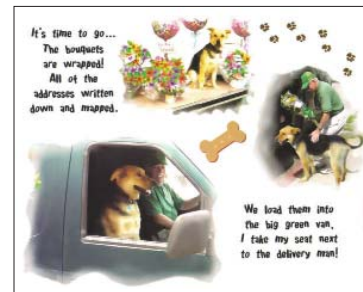
No, it wasn't actually the shop's 60th anniversary—but it was a very happy occasion nonetheless when Teleflora Chairman Tom Butler stopped by **Baseline Flower Growers in Phoenix, AZ**

to present a \$50,000 pair of diamond earrings to the winning consumer in Teleflora's Diamonds & Roses Sweepstakes. Tom also delivered prizes to shop owner Nick Nakagawa (pictured with Tom), who started the family business approximately 50 years ago; he is now 84. For filling the winning order, Nick received a \$3,000 check, a certificate for a year of free Teleflora membership, and a commemorative plaque. Nick plans to share the \$3,000 with his staff. Other Teleflora staff members accompanied Tom on the congratulatory visit.

A dog story for all ages

A little over three years ago, Lori Street of **Ideal Florists in Philadelphia, PA** received a phone call from a friend, begging her to adopt a stray dog. Lori agreed—and today she's glad she did. When Parker showed up, he went right to work in the shop. "He loves carrying things and going on deliveries," says Lori. "He even takes mail from the mailman." Parker is also a big hit with customers, Lori adds. Some come in just to see him, and others send him gifts in the mail.

Knowing that this was a unique story, Lori and her best friend Tracy Harvey wrote and self-published a children's book called "Parker the Flower Shop Dog." The books are currently selling at both the shop and on the shop's website, idealflorists.net. They are looking to bring both the book and Parker to upcoming floral shows and book fairs. Part of the proceeds from the book will be donated to the American Society for the Prevention of Cruelty to Animals. Now that's a happy ending!



promotions

America's Favorite Mom: the perfect partnership opportunity.

How was your Mother's Day? Across the country, thousands of Teleflora members were anticipating one of the biggest ever—especially those who promoted their shops as the place to participate in America's Favorite Mom. For example, **The Flowersmith in McKees Rocks, PA** sent 5,000 postcards to their customers (top image below), while **Crystal Springs Florist in Benton Harbor, MI** got the word out with a customized billing insert. In addition, the dramatic display window at Crystal Springs was entirely dressed to express the theme, "Nominate Mom!" with a mannequin mom and, appropriately enough, a big heart. Look to future issues of *MyTeleflora News* for a report on the outcome of America's Favorite Mom—Teleflora's way of celebrating the 100th anniversary of Mother's Day and the important role that florists have played in that holiday from the very start.



a word from tom



This Mother's Day, Teleflora shops pulled out the stops on creative display.

Most of you know what lengths we go to here at Teleflora to make merchandising for every holiday as easy and effective as possible. We try to give you plenty of tools and idea for displays that will really help to boost sales.

This Mother's Day being the special occasion that it was, of course we wanted to go the extra mile. Not only did we provide merchandising kits and ideas, we created a contest to help motivate members and inspire you to new heights of ingenuity and originality.

Well, the contest turned out to be an opportunity for us to be impressed, yet again, with what Teleflora members can do. All kinds of shops—large, small, country and city shops—got into the spirit of creating eye-catching, heartwarming displays relating to America's Favorite Mom.

Among many examples, **Finishing Touch Flower Shop in Fredericksburg, VA** said it all with fresh rolls emerging from the oven, a broom and dustpan. **Lauer Floral & Garden Center in Tell City, IN** gave Mom "breakfast in bed"—complete with an actual bed set up right in the shop. And at **Lily's A Flower Boutique in Burgettstown, PA**, a gold frame held an artistic tribute to Mom. (You can find more display photos and details about the contest on MyTeleflora.com.)

The contest we created had two kinds of winners. Some (one from each of the United States) won two America's Favorite Mom Bouquet Floral Kits—enough for 48 America's Favorite Mom Bouquets—on the basis of photos they sent in. Others, visited by "secret shoppers," received hundred-dollar gift cards on the spot.

But of course, when shops turn on their creativity and join with Teleflora to supercharge a promotion as powerful as any the industry has ever seen, everyone's a winner. I'm confident that as you read this just after Mother's Day, you'll agree America's Favorite Mom did the job we wanted it to do: reminding consumers that when it comes to the deepest sentiments, professional florists are the most trustworthy messengers they can find. At Teleflora, we thank you for your part in that success.



Tom Butler AAF is Chairman of Teleflora.

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

Sympathy flowers take the spotlight at Teleflora's Education Center.

Sympathy flowers remain one of the largest single categories for most retail florists. So learning how to sell them profitably, design them efficiently and deliver them on time is a valuable part of every florist's business. In April, Bert Ford covered all of that and more in his Sympathy Expressions class at the Teleflora Education Center in Oklahoma City. His tips for students included the following:

- Key questions to be asked during a sympathy consultation can help guide you and the family toward a meaningful service. Topics to be covered include favorite flowers, favorite colors, hobbies and life passions. Discovering more about the deceased person empowers you to customize the look of the flowers and create a setting that celebrates the precious life of a loved one.
- Timing is a key factor in selling sympathy flowers. If the service is less than a day away, you need to sell what's on hand or easy to obtain. If you have a few days to procure flowers, the opportunities can be endless. Encourage early orders.
- For sending sympathy remembrances, plants are still a very popular category. The class saw several plant and flower combinations that were easy to create and offered "showy" sympathy tributes that could still be enjoyed after the flowers pass their prime.
- The look of your sympathy expressions can be updated without offending traditional tastes by using new colors of flowers or new varieties and with new techniques of placement. The class also discussed using traditional design elements like ribbon, grapevine and keepsakes in new and different ways.

For information on upcoming classes at the Education Center, call 800-456-7890 or visit MyTeleflora.com.



As with every class at the Teleflora Education Center in Oklahoma City, participants in the Sympathy Expressions class taught by Bert Ford (bottom photo, left) had plenty of opportunity to learn by doing, with personal instruction during hands-on workshops. Well known for his sympathy work, among other specialties, Bert is also a favorite with students because of his entertaining style and the mix of gorgeous designs with a practical business orientation.



Teleflora Live! comes to Chicago this month!

Teleflora's exciting new educational event started the year in Orlando, and now we're heading west to Chicago. Teleflora Live! will be at the Lincolnshire Marriott Resort next week, May 18-19. The two-day program features design demonstrations and hands-on classes from industry leaders Hitomi Gilliam AIFD and Kevin Ylvisaker AIFD. In addition to getting instruction from great designers, participants will have the opportunity to sharpen their business savvy with key ideas from management and financial expert Paul Goodman.

See our fabulous teaching team demonstrate live on stage on Sunday, then join us on Monday for additional hands-on classes with our design

instructors, or attend our new business course. Teleflora's products and services will also be on display in the Teleflora trade fair, including the complete Thanksgiving and Christmas product line-up and Teleflora's award-winning shop management system, Dove POS.

You have just a few days left to register and attend this event! Register at myteleflora.com by May 13, 2008. Don't live in the Chicago area? We'll continue our journey across America this summer and fall, visiting two additional cities. Check future editions of *MyTeleflora News* for future dates and locations.





Injured Marine Semper Fi Fund
Serving Those Who Preserve Our Freedom

A bouquet to help injured Marines

The Injured Marine Semper Fi Fund is a non-profit organization that has provided over 7,500 grants totaling \$18.5 million in assistance to our nation's wounded heroes and families. Joining in partnership with the fund, Teleflora will feature the Red, White and True Bouquet (TFWEB195) on teleflora.com starting on May 13 through the end of this year. Every time a consumer purchases this bouquet, Teleflora will donate 10% of the purchase price to the Injured Marine Semper Fi Fund. You can find the recipe for this arrangement in the 2007 Web Bouquet Catalog or in the Recipe Section of myteleflora.com. 🌸



The Satin Collection: fashion colors, a fashionable shape!



Call them jardinières, cylinders or cachepots—but don't call them ordinary! The new Satin Collection features a set of perfectly sized ceramic cylinders with metallic satin finish. Designed to coordinate with flowers for every season and occasion, the colors include bright red, earthy brown, leafy green, precious pink, lilac lavender and baby blue. You can even try all the colors with a special mixed pack of two of each color.

- The pink and blue containers make great baby-arrangement containers.
- The brown and red containers are ideal for autumn and winter designs.
- The green and lavender containers blend with a wide variety of flowers for everyday use.
- Use any of these fashion colors in stylish combinations—for example, the brown container with all pink flowers for a trendy, color-themed wedding centerpiece. The possibilities are endless! 🌸



The Father's Day Ford Truck—back by popular demand.

You already love it—and your customers do too! This June, the famous “blue Ford truck,” styled after that vintage 1948 pickup America loves, is back! Dads everywhere will love receiving it with flowers or plants added—but even after the holiday, this product has staying power! The perfect “guy's novelty,” it can be used for so many occasions from Get Well to Happy Birthday. Imagine a young boy's birthday party with centerpieces in the truck! Here are some more ideas:

- Add plants in the truck bed's liner.
- Fill with sweet treats like candy bars for a gift basket.
- Send one to your favorite Ford dealership in town for display with your card.
- Add one to your shop display for baby containers.
- Create one in permanent flowers to display in shop. 🌸



How one shop increased sales with minimal effort by using “advanced targeted marketing.”

“Working smarter, not harder” is the mantra of most small business owners—especially when it comes to marketing. Using Dove POS's Advanced Targeted Marketing module, **Santa Monica Florist in Santa Monica, CA** increased sales at both Thanksgiving and Valentine's Day without a significant investment of time or money.

Postcards net \$1,024

Santa Monica Florist understands that today's consumer receives a lot of junk emails and mail. To make their marketing materials stand out, they never send materials without a special offer. For Thanksgiving, they mailed 900 postcards to customers offering a 15 percent discount on their Thanksgiving arrangement if they ordered in advance.

“The response was great,” explains manager Glorian Oh (seen in the shop,

below far right). “A lot of customers walked into the shop with the postcard in their hand, ready to place their order.” In total, 35 customers took advantage of the offer, totaling \$1,324 in sales. Even with the cost of the postcards (\$50) and postage (\$250), Santa Monica Florist netted \$1,024.

Creating the postcard was easy with Dove POS. They purchased 4-up laser postcards from John Henry (similar to the card below at far left) and printed their custom marketing message direct from their POS system printer—all without ever having to leave the shop! As Oh explains, “The impact of the postcards is definitely worth the investment in the cards and postage.”

Email response

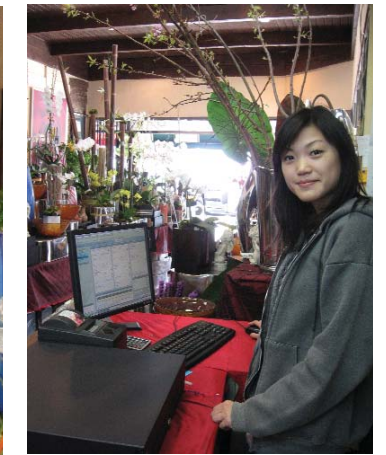
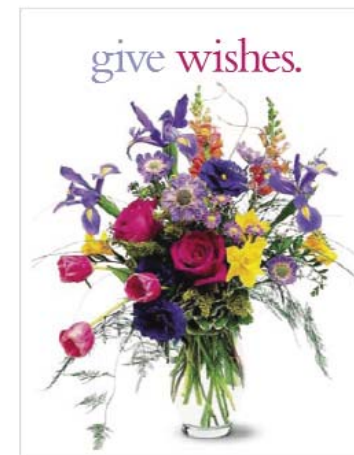
For Valentine's Day, Santa Monica Florist tried another tactic—email. Using their Dove

POS system and the Advanced Targeted Marketing module, they created a custom campaign and emailed all customers with a valid email address. The email offered a 10 percent discount on Valentine's Day flowers if ordered by January 31. Santa Monica Florist only had 94 valid emails in their database but still had 13 customers take advantage of the offer—a success rate of nearly 14 percent!

Building on success

“Following the success of the Valentine's Day emails, we are working on increasing the number of valid emails in our system, so we can reach more customers in the future,” said Oh. “Dove POS just makes it easy.”

For more information on Dove POS or the Advanced Targeted Marketing module, call 800-615-8229. 🌸



Make the most of your website with eFlorist University.

Want more online orders? If you're a member of Teleflora's eFlorist program, you have free access to eFlorist University, an educational plan to help you learn more about web marketing, find out about the advanced features of your eFlorist website, and keep up with new online marketing trends. eFlorist University can be accessed by visiting myteleflora.com > eFlorist Service Center > eFlorist University.

A key feature of eFlorist University is webinars, or online seminars. Webinars are free, live presentations given by marketing experts on the eFlorist team. To participate in a webinar, you can use

your own computer to go to a website to watch the visual portion and call a toll-free conference number for audio. Webinars are held several times per quarter and cover a range of topics.

Our newest webinar covers the hot topic of Search Engine Optimization (SEO). If you want to learn what all the hype surrounding SEO is about, how to optimize your website and how to avoid SEO pitfalls, we encourage you to sign up for this webinar! Visit www.efloristuniversity.com to register! 🌸