

myteleflora news

JULY-AUGUST 2008

Technology really does make the difference.

Technology is more vital than ever to the continued success of our industry and your business. Everyone depends on technology—starting with the consumer, who expects to be able to access your website and place orders 24/7; moving on to you and your fellow florists, who must have a POS system to operate efficiently and effectively; and definitely including Teleflora, since we must be able to tie the whole network together. At Teleflora, we are 100% committed to providing you with the technology tools you need to run your business.

Teleflora Technologies currently offers you four state-of-the-art point-of-sale (POS) solutions: Dove POS™, Teleflora's RTI® Total Management Systems, Teleflora's Eagle System, and Teleflora's Daisy System. There's something for everyone here. Each POS system is designed to help you assure customer satisfaction and grow your business.

Teleflora offers not only different technology solutions for various size businesses, but also a myriad of support and education options. In addition to our toll-free phone support we offer webinars, monthly Tech Talks, virtual forum communities and online tutorials you can watch when it's convenient for you. Learning to use technology tools isn't the ordeal it used to be.

I know that Jeanette Gaudreau Ballien, president of the Michigan Floral Association, has been using our POS system only since March, but she's already noticed the benefits. Every time she takes an order, she is automatically building a customer database. Jeanette has realized how valuable that information is because when it becomes time to target particular customer segments, she can create customized direct mail campaigns and tailor emails based on her customers' buying habits.

Teleflora's technology solutions go far beyond your point of sale system. For example, our 24 Hour Flowers program offers consumers 24-hour availability to your business. This means more profits for you because you will never miss an order. Also, each month hundreds of florists are switching to DovePlus, our new web-based receiving and sending service.

In addition, Teleflora's eFlorist program offers you the best web hosting service in the industry. We provide a comprehensive online ecommerce solution that helps you create and maintain your own fully customizable website. We'll provide you with marketing tools to promote your site, and you have free and unlimited access to technical support. Having an eFlorist

website provides your customers a convenient way to order flowers directly from you, their local florist. At Mother's Day this year, our *average* eFlorist customer grew their online order volume by 48%! If you don't have one of our eFlorist sites you are really missing out on something great.

I remain committed to working with my team to enhance each POS system with new features, functionality and security. As you know, Daisy went high-speed this past spring and we are currently working on new versions of Eagle, scheduled for release this fall and RTI, which will be released sometime next year. In addition, we are working on a Dove POS gift card program that will launch in the coming months. I welcome your thoughts and opinions on what works and doesn't for your individual shop needs, so please keep me updated. And if you don't have one of our POS systems or eFlorist sites or any of our other technology offerings, don't wait for us to call you—call your MC or call us at 866-444-3683.



Shawn Weidmann
is President of Teleflora.

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Sympathies extended

Teleflora's deepest sympathies are with Herman Meinders, Teleflora Chairman Emeritus and founder of American Floral Services (AFS), and his family. His daughter Kathryn passed away suddenly on May 30, 2008 in Denver, CO. As a child Kathy attended dozens of floral conventions with Herman and counted many florists among her closest childhood friends.



Walter Knoll Florist celebrates old and new

It was quite a party... and so it should be, to mark the 125th year of operations for **Walter Knoll Florist in St. Louis, MO**. The shop dates its origins from 1883 because a photo from that year is the earliest archival evidence of its existence, but it may be even older. It's considered one of the premier flower shops in the country, but not just because of its eight retail locations and two wholesale facilities. Walter Knoll has a track record of innovation from way back, from using refrigerated railroad cars for cut-flower imports to being the first florist to offer product on the Internet. On hand for the anniversary were Teleflora's Tom Butler and Darrell Housden (in their trademark blue shirts) with Knoll family members including, from left to right, Chuck, David, Walter, Gail Knoll, and Walter Knoll, Sr.



Honoring Mom and helping others

When Brian Doolittle's mother Carol passed away, Brian and his partner Tony Maglietti, of **Do A Little Floral in Charlotte, NC**, knew very quickly that they wanted to give something back to the remarkable hospice facility where Carol spent her last days. Figuring out just to do what wasn't hard: they had an inspiring example in the charitable program called Friends with Flowers, founded in 2004 by Greensboro, NC floral and event designer Randy McManus. The mission of Friends with Flowers, as stated by Randy, is "to provide fresh flowers to terminally ill patients with the hopes of lifting their spirits and brightening their final days." A website, www.friendswithflowers.org, even includes how-to steps for starting a similar program in a new place. Those steps include creating a formal 501-3[c] non-profit organization and ideas for raising funds, soliciting donations, and recruiting volunteers. Charlotte Friends with Flowers was born, and Brian feels his efforts are already being rewarded. "Bringing a smile, even for a moment, to the family and a patient in hospice is an awesome feeling," he says. "You can't have too much of this kind of love."



Who's getting all the attention?

At **Country Rose in Seminole, OK**, owner Michelle Woodruff loves her colorful van wrap. It looks great, doesn't it? "We've had it for about a year, and it has definitely increased sales," says Michelle.

"I've had a customer come in and say it reminded him to get flowers for his wife. I've even had people see the van and then follow it to the shop." With the high price of gas, Michelle says, it's good to know the van is serving double duty as a moving advertisement. She also got the banners and adhesive window posters that are coordinated with the van wrap, all from Teleflora's Custom Graphics Program. (For more information, look on MyTeleflora.com under the Market Your Business tab, or call 800-460-0641.) Michelle plans to transfer the look to the shop's new home, which is currently being built, in a great location next to a funeral home.



In fashion

At a local fashion show for charity, not only did **Arbour's Flower Shoppe in Penetanguishene, ON** donate table flowers, but head designer Irene Williams (at right in the photo) modeled several of the latest outfits. While Irene walked the "runway" in, among other fashions, casual coordinates in soft apricot, the tables were dressed in large round glass cylinder vases anchored with white rocks and then filled with white tulips and Queen Anne's lace. According to owner Diane Bald, the grand finale saw all 18 models in white, each carrying a single long-stemmed red rose, which they presented to selected attendees. Now that's a fashion statement!

Who is the Teleflora's Favorite Florist Mom in your area?

As Tom Butler shared in his column in the previous issue of *MyTeleflora News*, Lyn Shipman from Brenda's House of Flowers was the grand prize winner of the Teleflora's Favorite Florist Mom Contest—but there were other florist moms across the U.S. and Canada who were also winners. Congratulations to the winners, to those who nominated them, and to all the fabulous florist moms everywhere!

USA

ALABAMA -- Margaret Cassels (nominated by Louise Hines, The Cobblestone Path Floral Designs & Gifts in Culman, AL)
ARIZONA -- Virginia Fenner (nominated by Elizabeth Jamison, The Flower Cart in Scottsdale, AZ)
ARKANSAS -- Shirley Mills (nominated by Bridgette Arnold, Posey Peddler in Jonesboro, AR)
CALIFORNIA -- Tomoko Seiji (nominated by Liz Seiji & Tony De La Torre, Edelweiss Flower Boutique in Santa Monica, CA)
COLORADO -- Evelyn Yoshihara (nominated by Lori Wheat AAF & Sandi Yoshihara-Sniff AAF, AIFD, Lafayette Florist Gift Shop & Garden Center in Lafayette, CO)
CONNECTICUT -- Shirley Roehrich (nominated by Carl Roehrich, City Line Florist in Trumbull, CT)
DELAWARE -- Sandy deChurch (nominated by Theresa Pyle, Blossoms, Inc. in Bethany Beach, DE)
FLORIDA -- Helen Mills (nominated by Deborah Wolfe, Pineapple Sage Flower & Gifts in Brandon, FL)
GEORGIA -- **Grand Prize Winner:** Lyn Shipman (nominated by Skip Shipman, Brenda's House of Flowers in Woodstock, GA)
HAWAII -- Shirley Ide (nominated by Sadie Akamine, The Picket Fence Florist in Kailua, HI)
IDAHO -- Donna Bonds (nominated by Georgia Wells White, Boise at its Best Floral in Boise, ID)
ILLINOIS -- Edwina Vincent (nominated by Bridget Chase, Hinckley Floral, Inc. in Hinckley, IL)
INDIANA -- Mary Grieves (nominated by Tina Grieves, Valley Flowers in Lafayette, IN)
IOWA -- Adrienne McAtee (nominated by Kelly McAtee-Lasack, Doris' Flower Shop in Stanwood, IA)
KANSAS -- Thelma Claspill (nominated by Hunter Stephens, Hunter Stephens Designs in Overland Park, KS)

KENTUCKY -- Julie Greer Edwards (nominated by Cathy Doty, Greer's Florist in Glasgow, KY)
LOUISIANA -- Donna Gatreaux (nominated by Amy Gatreaux, Express Yourself Florist & Gift Shop in Lockport, LA)
MAINE -- Monica Theberge (nominated by Abby Theberge, Flowers, Etc. in Brunswick, ME)
MARYLAND -- Dawn Schwartz (nominated by Brittany Schwartz, Elktion Florist in Elktion, MD)
MASSACHUSETTS -- Mary Stewart (nominated by Susan Stewart, Burlington Florist in Burlington, MA)
MICHIGAN -- Sally Prusinowski (nominated by Jennifer Schuitema, Grandville Floral in Grandville, MI)
MINNESOTA -- Madalyn Taylor (nominated by Robin Hensel, Coborn's Flower Shop in Sartell, MN)
MISSOURI -- Helen York (nominated by Lisa Dial, Helen's Florist in Sikeston, MO)
MONTANA -- Judy Watson (nominated by Peggy Aakre, Glasgow Flower & Gift in Glasgow, MT)
NEBRASKA -- Barbara Simpson (nominated by Paul Simpson, Simply Flowers in Omaha, NE)
NEVADA -- Caroline Williams (nominated by Cathy Parrish, Flowers by Patti in Reno, NV)
NEW HAMPSHIRE -- Teresa Cross (nominated by Fred Keach, D. McLeod, Inc. Florist in Concord, NH)
NEW JERSEY -- Eleanor Schultz (nominated by Terry Briscoe, Cranford Florist in Cranford, NJ)
NEW MEXICO -- Doreen Keffalos (nominated by Norma Keffalos, House of Flowers in Farmington, NM)
NEW YORK -- Kathryn Kroll (nominated by Abigail, Kimmy, Angela, Jessica & Kristie, Coddington's Florist in Oneonta, NY)
NORTH CAROLINA -- Carol Doolittle (nominated by Brian Doolittle, Do A Little Floral in Charlotte, NC)
NORTH DAKOTA -- Eleanor Beaudoin (nominated by Evon Braun, Gaffaney's Floral in Dickinson, ND)
OHIO -- Amy Galbreath (nominated by Bethany, Joellen, Ted, Bethany & Benjamin Galbreath, Schneider's Florist in Springfield, OH)
OKLAHOMA -- Renaye Johnston (nominated by Jeremiah Johnston, Stems in Tulsa, OK)

OREGON -- Trinette Weber (nominated by Marlis Tjaden, Trinette's Flowers & Gifts in Portland, OR)
PENNSYLVANIA -- Dottie Pannepacker (nominated by Emily & Rob Pannepacker, Penny's Flowers in Glenside, PA)
RHODE ISLAND -- Cathy Botelho (nominated by Christine Botelho, Flowers by Patricia in Providence, RI)
SOUTH CAROLINA -- Jerri McDonald (nominated by Matthew McDonald, The Bookshelf Florist & Gifts in Gaffney, SC)
SOUTH DAKOTA -- Twyla Strassburg (nominated by Joseph Strassburg, The Flower Shop, Ltd. in Sioux Falls, SD)
TENNESSEE -- Kelly Ellison (nominated by Wanda Goodman, Shackelford's Florist in Memphis, TN)
TEXAS -- Carolyn Kerr (nominated by Ginger Collier, Flower Time in Hickory Creek, TX)
UTAH -- Adda Balchin (nominated by Fran Hutchison, Tulip Tree & Cauliflower in Taylorsville, UT)
VERMONT -- Alice Boyd (nominated by Ken & Erin Boyd, Chantilly Rose Florist in Essex Junction, VT)
VIRGINIA -- Virginia Rollins (nominated by Roy Rollins & Cathy Losares, Norfolk Florist - Virginia Beach in Virginia Beach, VT)
WASHINGTON -- Barbara Wakazuru (nominated by The Staff, South End Florist in Seattle, WA)
WEST VIRGINIA -- Helen Pauline Stricker (nominated by Penny & Teresa, Special Occasions Unlimited in Elkview, WV)
WISCONSIN -- Kristine Morgan-Roehrich (nominated by Alexis-Clair Roehrich, Adalar Floral in WI)

CANADA

NEWFOUNDLAND/LABRADOR - Gail Kennedy (nominated by Jim Neville, J.J. Neville & Sons Ltd., Florist in St. Johns, NL)
NOVA SCOTIA -- Joyce MacKay (nominated by Neville MacKay, My Mother's Bloomers in Halifax, NS)
ONTARIO -- Sharon LaPier (nominated by Marianne LaPier, LaPier's Flowers & Gifts in Sarnia, ON)
SASKATCHEWAN -- Cindy Libbey (nominated by Landon Libbey, Milbank Flowers in North Battleford, SK)

How do florists learn to embrace change and make it work to our advantage? Education is the key.

It's often been observed that our industry is changing fast—just like the rest of the world. Three quick examples of change are: the trend from funeral flowers to sympathy expressions, from hospital to get-well flowers, and from giftware to home décor. Florists who stay on top of these trends are the ones who are thriving in today's market.

Many of the changes happening today are potentially beneficial to florists—if you can keep ahead of them. How do you do that? By continually educating yourself and your staff.

Teleflora is committed to making essential education available to our member florists. The Teleflora Units Program and the Teleflora Education Center in Oklahoma City both have a long history of teaching florists about the latest design trends and business strategies. On top of those successful programs we've launched new ones. Teleflora Live! takes the Education Center on the road. Our online "webinars" and similar educational efforts are designed to make sure you can really leverage technology to boost your profits. Additionally, one of our most powerful educational tools is our great family of Teleflora publications: *Flowers&*, *Flowers and Profits*, *Floral Finance* and *Retail Florist*.

The old saying goes, "Knowledge is power." Expanding your knowledge empowers you to ride the wave of change—all the way to the bank. And you count on Teleflora to help you get there. 🌸



Tom Butler AAF is Chairman of Teleflora.

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

Basic Design Training returns to Teleflora's Education Center.

Florists from all over flocked to Oklahoma City last month for Basic Design Training—always a popular class with beginning designers, but also for anyone who wants to revisit the fundamental whys and hows of design. Kevin Ylvisaker AIFD shared his wit and expertise, showing how to turn theory into practice—and profits. A basics class is included on the schedule every year, so if this looks interesting to you, search for it on next year's roster of classes at the Education Center! For information about remaining classes this year, call 800-456-7890 or visit MyTeleflora.com.

Photos from the Basic Design Training class at Teleflora's Education Center last month (from top to bottom): Lexa Tuowetzke, recipient of a scholarship from the South Dakota Unit of Teleflora, gets personal coaching from instructor Kevin Ylvisaker AIFD. Jessica Cosentino, a third-generation florist from Cosentino's Florist in Auburn, NY, presents her parallel systems design to the class. The workroom is busy with designers, creating their next assignment. Becky Ford of Ford Flower Shop in Salem, NH creates a vertical design of delphinium with a clever twist: colored floral foam decoratively wrapped with foliage and wire. Below, Kevin comments on student work at the beginning of the class, which begins with a round design. Each person makes the same round form, then Kevin shares the results with the class so they can learn from each other!



Chicago welcomes Teleflora Live!

Teleflora Live!, Teleflora's traveling two-day educational event, came to Chicago in mid May. At the Lincolnshire Marriott Resort, participating florists saw design demonstrations and took part in hands-on classes from industry leaders Hitomi Gilliam AIFD and Kevin Ylvisaker AIFD. The program's popular new business course was also available, along with the chance to view new products and learn about the latest trends in flower-shop technology.



Fun and excitement at Teleflora Live! in Chicago, clockwise from top right: Hitomi Gilliam (center) and her backstage crew (from left to right) Daniel Stober, David Mitchell, Ray Gudausky, and Kristine Classen; Kevin shares his insights with a student; a student in Hitomi's class; and class photos from the design and business sessions on Day 2 of the program.

Get lucky with Teleflora's Silver Pinecone!

Inspired by the legend of the lucky Silver Pinecone, Teleflora gives you the chance to test your luck this holiday season with Teleflora's Lucky Silver Pinecone Drawing, exclusively for Teleflora florists. Florists who purchase the Silver Pinecone in combination with any three other products from the 2008 Christmas product line-up will be eligible to be entered into a prize drawing to win fabulous prizes.

Those who purchase the Silver Pinecone plus any three other SKU's from the line get a chance to win prizes that will help you promote your shop next year. Each of 25 lucky winners will receive 600 imprinted 2009 calendars, 200 of each type—Wall, Pocket and Magnetic—a package valued at \$370.

Florists who purchase the Silver Pinecone plus any five other SKU's will have the chance win one of five Teleflora memberships



for a year, valued at approximately \$1,800 each.

The drawing for prizes will occur on or around final codification for Christmas products. Ask your sales representative or go to MyTeleflora.com for eligibility rules and more information. 🎁

Teleflora and Disney Partner for the TinkerBell DVD Release!

To support the October 2008 release of Disney's Tinker Bell DVD, Teleflora has created a Tinker Bell keepsake and bouquet. Disney will be releasing one new original Tinker Bell movie direct to DVD for the next four years.

Disney will be offering a \$5 rebate to anyone who purchases the Tinker Bell DVD and Teleflora's Tinker Bell Bouquet. Every Tinker Bell DVD will include a flyer promoting Teleflora's Tinker Bell Bouquet.

Teleflora has developed a fantastic florist promotion to reward you for buying the Tinker Bell pick set. Make sure you open the ASO Resource Guide to find out more details about the promotion. To help promote Teleflora's Tinker Bell Bouquet, we are including a store poster in every HTX marketing kit. 🎁



The Legend of the Silver Pinecone

There once lived a poor family without enough food to eat or enough wood for their fire. The mother decided to go into the forest to search for pinecones. She was planning to use the pinecones to build a fire for her family, and she was also hoping she could sell some of them to get money to buy food.

After walking for hours, the mother finally reached the forest and started gathering pinecones into her basket. Suddenly, she heard a voice say, "Why are you stealing my pinecones?" With that, an elf appeared beside her. She explained her sad story to the elf. With a crooked smile, the elf said, "Go into the next forest. The pinecones there are much better."

Hesitantly, the mother set off to the next forest, which was even farther away. When she reached it, she was very tired. She leaned against a tree and sat her basket on the ground. No sooner had she set down her basket than dozens of pinecones started falling to the ground. Filled with renewed energy, she gathered all the pinecones into her basket and started for home.

On her way, the basket seemed to grow heavier. Home at last, she looked into the basket, and the pinecones had all turned to silver! The family would never be poor again.

This is why silver pinecones are considered very lucky. It is customary to keep one on your dresser and one on your desk. If you have a fireplace, put a basket of them on the mantle. Good fortune will surely come your way!

The Colonial Williamsburg Sweepstakes

Inspired by the magic of Colonial Williamsburg, Teleflora presents The Colonial Williamsburg Sweepstakes, which begins on Monday, October 6! Our sweepstakes gives you and your customers the opportunity to win some revolutionary prizes.

For the grand prize for your customers, we are giving away two Colonial Williamsburg Family Adventures, which includes access to all special events, a personal guided tour, a \$500 Colonial Williamsburg gift card and all lodging, airfare and meals. Ten second-prize winners will receive \$500 Colonial Williamsburg gift cards.

Colonial Williamsburg sweepstakes game pieces will be included in the product boxes of all three Thanksgiving products. Simply include one game piece, with your shop name and phone number written on the

back, with any of these three Thanksgiving 2008 codified bouquets that are purchased and/or delivered between October 6, 2008 and December 12, 2008. Upon receipt of the flowers, your customer can go online to www.TelefloraSweepstakes.com and register to win.

Florists who purchase all three 2008 Thanksgiving codified products will be eligible to win a grand prize of a trip for two to the 63rd annual Garden Symposium in Colonial Williamsburg, including breakfast with Williamsburg home stylist Cindy Cragg, a \$500 Williamsburg gift card, admission to the frequently sold-out floral arranging demonstration of Williamsburg Inn Master Designer Clark Taggart, plus airfare, lodging and all meals. Five florists will receive a second prize of a \$500 Colonial Williamsburg



gift card.

Your HTX marketing kit will arrive by mid-September. Included in the kit are store posters, banners and counter cards to help merchandise your store and promote the Colonial Williamsburg Sweepstakes. 🌿



Boost sales and win prizes with two new Teleflora sweepstakes this holiday season.

The Thomas Kinkadee Home for the Holidays Sweepstakes

and \$5,000 spending cash. Additional prizes include framed, limited-edition Christmas Cottage prints and other framed Thomas Kinkadee prints.

Game pieces for the sweepstakes will be included in product boxes of the Thomas Kinkadee's Childhood Home Bouquet by Teleflora. Include one game piece with your shop name and phone number written on the back with any of these bouquets that you sell out of your shop or deliver between December 1, 2008 and January 9, 2009, and your customer can go online to register to win at www.TelefloraSweepstakes.com.

Florists who purchase the Thomas Kinkadee's Childhood Home Bouquet by Teleflora product will be eligible to win one of five boxes of Thomas Kinkadee Childhood Home cottages,

each signed by Thomas Kinkadee himself, as well as a Stems&Bunches holiday flower and greens pack. Each box will include a custom store poster, a PR kit and a DVD with a message from Thom himself to help promote your special autographed signed cottages. As one of only 60 available nationwide, each signed cottage will come with a certificate of authenticity.

Your HTX marketing kit will arrive by mid-September. Included in the kit are store posters, banners and counter cards to help merchandise your store and promote the Thomas Kinkadee Home for the Holidays Sweepstakes. Don't miss out on the opportunity to be a part of our biggest Christmas promotion ever! 🌿

Our biggest Christmas promotion ever, the Thomas Kinkadee's Home for the Holidays Sweepstakes, will begin on December 1, 2008! The new movie, Thomas Kinkadee's Christmas Cottage, is releasing on DVD November 11. Inspired by the movie and our glorious new bouquet, this massive consumer sweepstakes gives fans the chance to win some irresistible prizes.

Your customers have the opportunity to win one of three grand prizes, each consisting of a getaway for two to Monterey, California. The getaway includes lunch with Thomas Kinkadee; a limited-edition, framed Christmas Cottage canvas signed by Thomas Kinkadee;

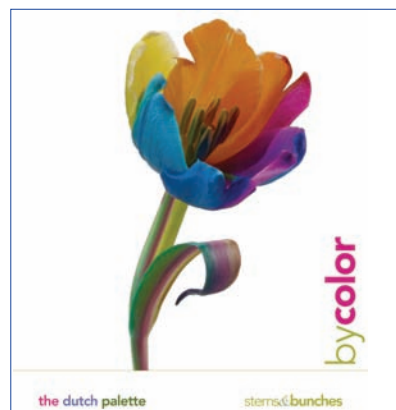
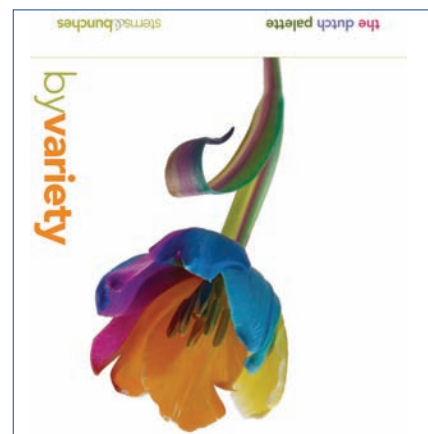
Take advantage of fresh-flower deals and tools from Stems&Bunches.

- **Want to be the first to hear about giveaway promotions like the Rose Challenge?** In May, Stems&Bunches offered free sample boxes of roses to Teleflora members who called to accept the challenge. The idea was to create exposure for some of the fantastic new varieties available from Stems&Bunches growers, and the response was enthusiastic. If you would like to be part of similar Stems&Bunches promotions in the future, send us your valid email address. Simply send an email to stemsorders@stemsandbunches.com with "Email address for promotions" in the subject line. Or, call us with your email address at 800-794-8288; press option 2.
- **Now is a great time to lock in prices for upcoming fall and winter holidays.** When you place a standing order with Stems&Bunches, the price is competitive to start with. Better yet, it's guaranteed

no matter what happens to the cost of fuel. Standing orders are available for everything from staples like roses, spray roses, and lilies to callas, Dutch mixed boxes and assorted boxes of tropical flowers and foliage.

- **Another reference tool from Stems&Bunches is on the way to you!** "The Dutch Palette" is a handy double booklet featuring our premium selection of Dutch flowers. It's grouped into two sections: one organized by color (similar to previous booklets from Stems&Bunches), the other alphabetically by variety. We have everything from the most popular to the exotic and hard-to-find. Look for "The Dutch Palette" to arrive in your shop soon, bundled with your August-September-October Teleflora Member Directory and Resource Guide. ☞

The Dutch Palette is a double booklet with two sections, one organized by variety, the other by color.



Banner ads debut on DovePlus

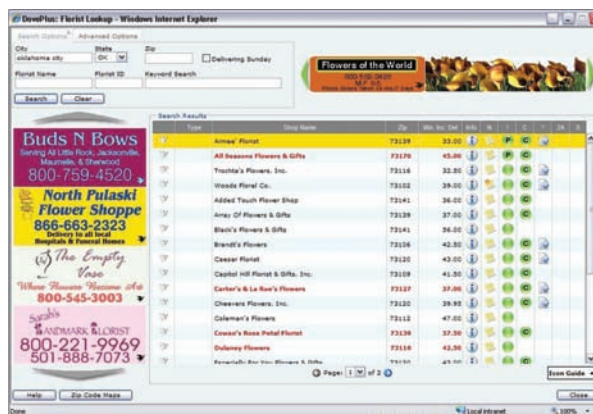
Thousands of DovePlus users will see something new when they log on this summer: florist banner ads.

"Florists who take advantage of our current, print and Dove advertising programs on average receive over 50 percent more orders," says Steve Davis, Teleflora's vice president of director/co-op advertising. "We expect similar or higher results online. This is a huge competitive advantage for our advertising members." The eye-catching ads will start running in August and will rotate about every eight seconds. Hovering over an ad will stop it from rotating. Clicking on the ad will take you directly to the chosen shop and allow you to display additional shop information in the program's lookup grid.

"We expect to add close to 500 shops monthly to DovePlus in 2008," said Davis. "That's a lot of potential customers you can reach in DovePlus for a minimal investment."

Banner ads are free to members who already have 4½-inch card ad packages or larger. According to Davis, Teleflora graphic artists are creating the online ads to insure that they have the same style and format as a member's eFlorist Web site or current directory ad.

To learn more about banner ads or to upgrade your ad package, call 800-643-0100. ☞



Banner ads will start running on DovePlus in August. Clicking on an ad will take you to the chosen shop for more information.