

“Posey Packages” wrap up sales for Annie and Friends.

Sometimes the simplest ideas are the ones that sell like crazy. “We just came up with the idea as a way to sell more of the cube containers that we have on hand for Internet orders,” says Cheryl Wheeler at **Annie and Friends Flowers and Gifts in Ashville, OH**. “We wrapped them with ribbon, like a package with ribbon on all four sides, but instead of making a bow in the center we just tied and trimmed them. The ribbons make a flower grid, and the flowers look like a bow.”

The first Posey Package sold was done in red and white, the official colors of the Ohio State University Department of Athletics, with red carnations, white alstroemeria, and four-inch football-shaped Mylar balloons on sticks, bearing the “Ohio State Buckeyes” logo. “They went nuts over it,” says Cheryl.

But the concept was easily applied to other themes, from holidays to new-baby gifts. Posey Packages can also be done for any season or just for everyday, says Cheryl. The arrangements start at \$30, with an extra charge for add-ons like the Mylar football balloons.

The important step was that once she realized she had something, Cheryl actively promoted the idea.

“You’ve got to put them out there on display,” she says: some with fresh flowers in the cooler, others in the shop with silks or with flowers yet to be added.

Going the extra mile, Cheryl made a little display, took a photo and had a poster made. With the poster in the window, and also thanks to word-of-mouth, people started coming into the shop and asking for Posey Packages. They’re especially popular with the high-school crowd.

Clever and simple sells—but only if you let your imagination play with the possibilities, as Cheryl did, and then promote your idea so customers know about it. 🐾



“Posey Packages” using Teleflora cube containers and ribbon have been a big hit for Cheryl Wheeler, owner and designer at Annie and Friends Flowers and Gifts in Ashville, OH. Cheryl is at left in the photo, which also includes designer Melissa Wheeler and an array of Posey Packages, theme with colors and fun accent materials. On the top row are a fall cube with mini-pumpkins and a Halloween cube; on the second row, an “I love you” cube (suggested for anniversaries) and a candy bouquet (suggested for birthdays); and on the bottom row, a baby-girl cube with blocks and booties, a Happy-Birthday cube with coiled chenille stems, and an Ohio State Buckeyes cube with imprinted ribbon and a four-inch Mylar football. At right, the window poster Cheryl had made to promote the Posey Packages.



Be our Marketer of the Month and win \$100!

We’re looking for a few good ideas—ideas that member florists have actually put into practice. Do you have a story about a program or promotion that brought consumers into your shop and boosted your bottom

line? If so, please write us at newsletter@teleflora.com. Include a photo if you have one. If your story is picked to be featured in MyTeleflora News, you will receive a \$100 American Express Gift Card! 🐾

myteleflora news

JANUARY 2009



Brought to you by teamwork: Teleflora’s Super Bowl ad.

together will help us endure our current economic ills and eventually flourish.

Additionally, you may have heard about our “Big Game” sweepstakes for member florists with prizes ranging from flat-screen TVs to gift cards.

Speaking of sweepstakes, our Rubies & Roses promotion also looks set for success. Pairing the world’s most classic flower with this highly coveted gem and offering uniquely stunning jewelry prizes gives consumers the chance to create once-in-a-lifetime memories.

The accompanying florists’ sweepstakes will result in a one-year free membership for one winner and Stems&Bunches flower packs for five others.

These promotions are a terrific way to kick off 2009, which as you know marks Teleflora’s 75th birthday as well as the 30th anniversary of ownership by Stewart and Lynda Resnick.

I hope you share my eager anticipation of our groundbreaking Super Bowl ad. When it comes to finding new ways to reach consumers, this counts as a win! 🐾

I applaud efforts to take charge and stand tough in this challenging retail environment. And so I’m especially pleased to tell you about a huge opportunity for Teleflora and our member florists.

Teleflora will advertise during the first half of the Super Bowl on February 1, a television event typically seen by about 90 million viewers.

This unprecedented spot will introduce the brand to millions of potential customers and show how the Teleflora difference—hand-arranged bouquets, hand-delivered by local florists—ensures a good impression when sending flowers.

Edgy and entertaining, the spot will feature the talking flowers concept that was launched last May during the America’s Favorite Mom TV special. We expect this new commercial to drive orders to your shops and increase sales.

The timing couldn’t be better: the game is two weeks before Valentine’s Day, the Super Bowl audience is largely male and the ad will feature a codified bouquet from the 2009 Valentine’s Day product line.

Clearly, this is something that no florist can do alone. We can do it as a team because of the orders you generate. Working

Shawn Weidmann
is President of Teleflora.



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faces & places



Penny's Flowers makes the most of a visit from Obama

What do you do when a presidential candidate visits your shop to buy flowers? It's a publicity windfall, of course. But even though members of the press were in full force the day Barack Obama dropped in on **Penny's Flowers in Glenside, PA** (a suburb of Philadelphia), owners Bob and Rick Pannepacker weren't about to leave it all up to them. "We put it on the website right away," says Dottie Pannepacker. It was easy with help from Teleflora's eFlorist team. "We just e-mailed Teleflora web services and they helped us put it right on the front page, with a link to other stories about the visit. It's certainly something any eFlorist could do if they have a newsworthy event."

In a more low-tech vein, folks at the shop also made a poster with photographs and newspaper stories from the visit and put it on display. Dottie brought the poster along to an event she was doing for a senior citizens group at a local church. "They all got a big kick out of it," she reports.

The candidate—now, of course, president-elect—was in the neighborhood for a rally at Rick Pannepacker's old high school when he needed flowers for his wedding anniversary. The Pannepackers were notified the night before, and the Secret Service arrived in advance with bomb-sniffing dogs. "He was very engaging and easy to talk with," reports Rick (seen in the photo with Obama). "He bought a dozen white roses, and we sold some extra white roses the next few days as well." It was good publicity, as Rick points out, not just for the shop but for the industry. By coincidence, "we had George Bush here eight years ago," says Dottie. "So we're trying to give equal opportunity!"

In love and gratitude, Mayfield Florist donates roses for a blood drive

Thirteen years ago, a few days after he was born, Sean Coleman was diagnosed with a heart defect. Fortunately, he received a heart transplant that, although risky, was successful, and today he is a healthy teenager. "He's a gift," says Don Coleman, Sean's father. As a way of celebrating Sean's life, for the past six years the Colemans—who own **Mayfield Florist in Tucson, AZ**—have been sponsoring a blood drive. Not only does the American Red Cross set up its bus for the blood drive in the shop parking lot, but the Colemans offer a dozen roses to anyone who donates blood. The drive typically draws 50 or 60 donors, and Don orders 60 dozen or more roses each year to give out.



All in for Scott's open house

Visiting a holiday open house in November, Teleflora chairman Tom Butler got a chance to visit with two generations of florists at **Scott's Flowers in Lawton, OK**: Mike and Melody Scott and Mike's



parents, Pearl and Roy. The Scotts were looking forward to an RTI

upgrade. Roy, Pearl and Mike founded the shop in 1970 and have built it into one of Oklahoma's best known.

Moving forward with the times

Johnston's Quality Flowers in Fort Smith, AR won a top 250 plaque from Teleflora this year; other recent milestones include a remodel and installing RTI. In business since 1916, the shop's experience extends down four generations. Butch Johnston, his daughter Candace and wife Janie are



seen here with Teleflora chairman Tom Butler.

Your Flower Shop takes the cake

Sixty years in business is a long time! Colene and Jim White of **Your Flower Shop and Greenhouses in Mount Carmel, IL** celebrated the occasion in style with a big cake and a beautiful display of photographs, articles and memorabilia from over the years. They have been members of Teleflora since 1981.



Happy 60th, Morrison Floral

Also celebrating a 60-year anniversary this past year was **Morrison Floral and Greenhouses in Oklahoma City, OK**. A family-owned business, Morrison Floral has been a Teleflora member since 1989. Owner Barbara Morrison and her son Richard Schumake (at center in the photo) got a congratulatory visit from Teleflora marketing counselor Suzi Lawrence, far left, and customer advocate Andy Potter, far right.



Running with scissors

It was a truly grand re-opening for **McCool Flowers in Dana Point, CA** (featured in last month's issue of MyTeleflora News as our Marketer of the Month). About 200 people showed up over the course of the evening for the event, which combined with the shop's 10th annual holiday open house. Guests included the mayor of Dana Point, presenting a certificate of recognition from the Orange County board of supervisors. Also present was the chairman of the Dana Point chamber of commerce, Dave DuRee—who happens to be married to Cathy McCool, who is the one wielding scissors. ✂



products, promotions, events

Teleflora in the news

Flowers make a splash at events for music, fashion, and philanthropy.

Throughout November, floral arrangements courtesy of Teleflora and our member florists were spotted at various high-profile events: The tables were decked with Teleflora flowers at **Billboard** magazine's annual Women in Music breakfast, where singers Ciara (at top right) and Deborah Harry were both honored with awards. At the official launch of L'Agence clothing line took place at the fashionable Fred Segal store on Melrose Avenue in Los Angeles (attended by celebrities such as Christina Aguilera and Nicole Richie), six tall floral arrangements full of Casablanca lilies, courtesy of Teleflora and Liz Seiji at Edelweiss Flower Boutique in Santa Monica, filled the store. Also in Los Angeles, the upscale Los Angeles boutique Satine hosted a MySpace Fashion event that showcased designer Jason Wu's line to a host of editors, tastemakers and celebrities (below). And finally, at the Citymeals-on-Wheels



22nd Annual Power Lunch for Women, held at The Rainbow Room in New York City, Teleflora's own Lynda Resnick was honored for her leadership in corporate philanthropy alongside Martha Stewart, who was honored for her dedicated work in the field of gerontology. Carol Caggiano designed a one-of-a-kind arrangement (above) that Roni Dente and her team at Macres Florists re-

created and delivered for all the tables as well as the check-in and bar areas.

Celebrate the Presidential inauguration with Teleflora's Hope Bouquet.

What better way to mark a momentous historic occasion than with flowers? Inspired by the January 20, 2009 inauguration of President-Elect Barack Obama, Teleflora is featuring Teleflora's Hope Bouquet on Teleflora.com. Red, white and blue flowers (gerberas, carnations, roses and delphinium) along with patriotic ribbon tucks sprout from the gold ceramic cylinder from Teleflora's Satin Collection. ✂



a word from tom

Flowers and the Super Bowl: another Teleflora first.

On Sunday, February 1, when more than 90 million television viewers will tune in to the Super Bowl, they'll see an ad promoting flowers from Teleflora florists. Like other Teleflora advertising it will focus on "the Teleflora difference": flowers that are hand-arranged and hand-delivered.

Television ads during the Super Bowl are a big deal, for a reason. This is the number-one TV event of the year. The Super Bowl ads are seen and remembered. That we're in the first half of the game is an additional plus.

I'm proud of Teleflora's many marketing innovations over the years, from the introduction of Teleflora's keepsakes in 1980 to last year's America's Favorite Mom promotion, to list just two examples. I'm truly excited by this one. When I visit flower shops and industry conventions, florists ask me, "What can Teleflora do to help professional florists thrive in today's economy?" I think our Super Bowl ad is one very special answer. The times call for extraordinary measures and for trying things that have never been tried before. Teleflora is doing everything we can in pursuit of the bottom-line goal: getting more orders to Teleflora shops.

We can do the things we do only because of the Teleflora orders you send. When you send your next order, please remember that! And whichever team you're rooting for at the Super Bowl, don't forget that we at Teleflora are your most loyal fans. We appreciate your support. ✂



Tom Butler AAF is Chairman of Teleflora.

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

In 2009, the Teleflora Education Center celebrates its 25th year of serving retail florists! Here's the schedule of classes for the coming year.

March 8-11, 2009

Profitable Wedding Design
Instructor:
Bert Ford AIFD



This comprehensive class covers all aspects of designing a wedding from the bouquets and personal flowers to ceremony and reception décor. Through hands-on training you will receive personal coaching to improve your design ability. You'll also learn how to sell during a wedding consultation and price wedding flowers profitably. Learn from an expert instructor how to close the deal with every bride you meet.

March 29-April 1, 2009

Flowers to Wear: Prom, Corsages & Boutonnieres
Instructor:
Sharon McGukin AIFD, AAF, PFCI



Prom flowers have changed dramatically over the last few years. Learn about the latest floral fashions from new-age wristlets and armbands to pocket squares and boutonnieres. During hands-on sessions you'll learn how to construct them using both conventional and labor-saving techniques, how to price them for profitability, and how to market them to a new generation of customers. You'll see and use the latest materials including decorative wire, gems, bling, and even lights!

June 7-10, 2009

Trade Secrets: Using New Materials & Hot Design Trends
Instructor: Kevin Ylvisaker AIFD, PFCI



Experience all the cool new products the industry has to offer in this exciting design class. Learn new design mechanics that are simple, efficient and effective—and that appeal to the young, hip clientele your shop needs for survival. Kevin will also share secrets about using color effectively and how to create visual value with flowers. Your shop will be the style leader in your town!

June 21-24, 2009

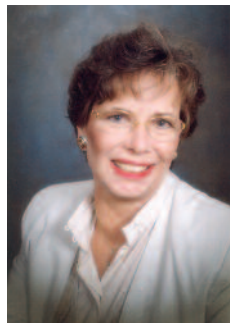
Sympathy Expressions
Instructor: Joyce Mason-Monheim AIFD, PFCI, AzMF



Explore the new world of "sympathy expressions." You'll see all the classic funeral tributes you need to know how to create—casket sprays, baskets, easels, set pieces—in lively sessions of lecture and demonstrations. You'll participate in hands-on workshops where you'll create the updated styles today's consumers demand. Learn how to conduct a sympathy consultation and tastefully market your services. Discover how to personalize sympathy designs and make them a distinctive part of your shop's offerings.

July 26-29, 2009

European Style Design
Instructor:
Els Hazenberg AIFD, AAF



Study the fine points of European design featuring one of the best teachers from Holland. One of just five individuals to receive AIFD's Award of Design Influence, Els has taught at the Teleflora Education Center every year since it opened 25 years ago; she comes back this year for a return engagement. You'll explore design styles and techniques perfected by famous Dutch and German floral artists, including formal-linear designs, hand-tied bouquets and armatures. With hands-on time in the workroom, you'll learn firsthand how to balance materials visually in a floral composition.

August 9-12, 2009

Creative Edge: East/West Fusion
Instructor:
Hitomi Gilliam AIFD



Principles of ikebana, the Japanese art of arranging flowers, are adapted technically and philosophically to influence new styles in today's contemporary design. Learn to set your business apart with creative designing, ignited by a deeper understanding of the elements and principles of design. In this highly interactive class, the hands-on sessions will draw out the

floral artist within you. You'll learn ways to use materials more effectively—even in your everyday work. The author of several books on design, Hitomi is a recipient of the AIFD Design Influence Award.

August 30- September 2, 2009

Business Smarts Summit: Operating a Successful Retail Flower Shop
Instructors: Paul Goodman CPA, Tim Farrell AIFD, AAF, PFCI, and Marie Ackerman AIFD, AAF, PFCI



Designed for the new flower shop owner-manager, or for someone who has been in business for a few years but is looking for new insights, this innovative workshop will teach you to manage the day-to-day business of your shop and gain a new understanding of the business from the financial side. Taught by a team of floral experts including author and Floral Finance editor Paul Goodman, this class is

designed as a stimulating interactive experience. You'll participate in sessions that will have you exchanging ideas at round-table discussions, establishing goals for your business, and learning how to get organized for the holidays.

September 13-16, 2009

Countdown to Christmas
Instructor:
Tom Bowling AIFD, PFCI



Prepare yourself and your shop for the most profitable Christmas season ever! Learn clever design ideas to feature in your store, holiday open house planning strategies and how to create displays that really sell the merchandise. This class will help you deck the halls with the latest colors, materials and styles. Study how to create a collection of your own signature designs to feature in your shop and on your website.

September 27-30, 2009

In Style: Tropicals
Instructor:
Gerry Toh AIFD

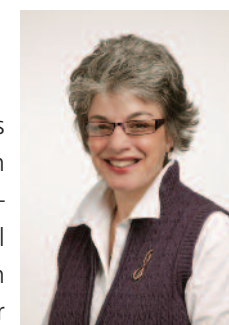


Designing with tropical flowers is all about technique and placement. Learn how to create remarkable designs using the hottest

flowers around: tropicals! If you've never felt comfortable designing with birds of paradise, heliconia, protea, anthurium and orchids, this class is for you. Learn care and handling techniques for maximum vase life. Study how to select materials to complement the bold forms of tropical flowers and how to create long-lasting designs for corporate and event work. You'll leave with a host of great ideas to offer to your customers.

October 11-14, 2009




Smart Everyday Design
Instructor:
Susan Ayala AIFD



The flower business is primarily an "occasion" business—and those special occasions happen every day, all year round! Do your "everyday" designs need some spice and pizzazz? Would you like to learn how to create designs that have that "special something extra" that customers really connect with? In this class you'll be challenged to create designs that are traditional, but with an engaging twist. You'll see new mechanics and materials that will renew your creative spirit and help you enjoy the designs you create and sell every single day! 🌸

All classes are held at the Teleflora Education Center in Oklahoma City. Discounted room rates are available at a nearby hotel; tuition includes transportation between the host hotel and the Teleflora Education Center, all flowers and materials, Continental breakfast and lunch each day, two refreshment breaks daily, plus a kick-off Sunday brunch and dinner on the final evening. For more information or to register, call 800-456-7890, extension 6234.

Get year-round sales from Teleflora keepsakes for Easter and Secretaries' Week.

 <p>Teleflora's Spring Tulips Bouquet (09E100)</p> <ul style="list-style-type: none"> • Tulips are now an all-year-round crop, so this vase is perfect for sales all year, too! • Use for mixed spring bouquets featuring a variety of flower types and colors. • Partially fill the vase with colored gems or marbles and add some silk tulips for a decorative home accessory. 	 <p>Teleflora's Peter Rabbit™ Bouquet (09E200)</p> <ul style="list-style-type: none"> • Fill the container with Easter candy treats, wrap with cellophane, and market as an Easter-brunch hostess gift. • Use as a baby novelty container. It's good for both boys and girls! • Create a gift basket of licensed Beatrix Potter items for the nursery: books, blankets, and plush, with the bouquet of flowers as the crowning touch. 	 <p>Teleflora's Picket Fence Bouquet (09E300)</p> <ul style="list-style-type: none"> • Great for "topiary" designs with just a few stems of alstroemeria or Asiatic lilies. Finish the base with foliage or a few flowers. • Drop in a pot of blooming bulb plants—tulips, hyacinths, or crocus—for a quick spring gift. • Plant the liner with rye grass and nestle a few decorative plastic eggs in it for a quick centerpiece.
 <p>Teleflora's Sacred Grace Bouquet (09E400)</p> <ul style="list-style-type: none"> • Use the statue as the focal point in sympathy designs for the home or service. • Create a display in a corner of your shop with other faith-based items like candles, rosaries, angels, books and plaques. • Add a rosewood stand (like the kind used on Asian-style vases) to the base of the statue and sell it as a piece of giftware to be enjoyed in the home. 	 <p>Teleflora's Pink Damask Bouquets The Vase (09S100)</p> <ul style="list-style-type: none"> • Drop in a hand-tied bouquet and sell as an everyday arrangement. • Use for any occasion, including those tough ones like generic thank you's, new baby or a feminine birthday. • Create a monochromatic bouquet of specimen blossoms in the same hue as the container: gerbera, lilies or even a single head of hydrangea. 	 <p>The Mug (09S200)</p> <ul style="list-style-type: none"> • Use to send a "cup of cheer" filled with blossoms for a hospital stay. The mug's small "footprint" makes it an ideal selection when table space is limited. • Make a basket of four mugs and coordinating napkins, placemats, and plates as a wedding-shower gift. • Add a gift card from your favorite coffee house to the bouquet as a fun gift for a coffee lover! ☘

Win big prizes in the "Big Game Florist Sweepstakes"!

For the first time ever, Teleflora will debut a national TV commercial during the Super Bowl! The ad will communicate the "Teleflora difference" to over 90 million potential flower buyers right before Valentine's Day.

To get florists in the mood to watch the Super Bowl, Teleflora has created sweepstakes just for you. Florists who purchase a minimum of three out of the four Valentine's Day 2009 codified products will be automatically entered into the "Big Game Florist Sweepstakes." There will be 10 grand-prize winners who will win flat-screen televisions. Fifty first-place winners will get free Teleflora membership for three months, while 200 florists will win a \$100 gift card to celebrate the "Big Game." All florists who purchase the qualifying amount of Valentine's Day 2009 codified products by January 23, 2008 will be eligible to win. The prize drawings will take place on or about January 26, 2009. See www.myteleflora.com for official rules.

Be sure to tune into our ad during the 2nd Quarter of the Big Game: Super Bowl XLIII, airing on NBC, Sunday, February 1, 2009! ☘

MiGi: the hot new brand in nursery décor.

When your new Teleflora Resource Guide arrives (it will be there soon!), check out the two new adorable baby containers in the everyday section of the product gallery. If you've been watching style trends, you'll recognize the look that's now associated with MiGi—the design firm founded by Michele Adams (at left in the photo) and Gia Russo. Known together as "The MiGi Girls," Michele and Gia started as editors and designers for *Martha Stewart Living*. In 1999, they formed their own company, with products in home décor, stationery and nursery décor. In the last category, MiGi has become a favorite with celebrity moms. Michele and Gia are also known to the public through their television shows, lifestyle books, and magazine editorials. Their design sensibility is a modern twist on vintage and classics that translates into an approachable and distinctive style. To find out more about MiGi, go to www.migistyle.com. ☘



What's new from Teleflora? Check the February/March/April (FMA) Resource Guide to find out!

The new Resource Guide and Directory from Teleflora will ship to members in mid January. Look in your Resource Guide to see new keepsakes for Grandparents' Day and Halloween along with exciting new everyday products! For Grandparents' Day, there's a new license with renowned artist Susan Winget; among the

everyday products, a partnership with the lifestyle brand MiGi. These products will be a big hit with your customers! And, in case you have not heard the exciting news about our Valentine's Day TV commercial, which airs during the Big Game on NBC, February 1, 2009, check out the back page of the Resource Guide for details! ☘

New and improved: Teleflora's marketing kit for the spring holidays.

Keep an eye out for Teleflora's 2009 VES marketing kit, which contains everything you need to merchandise your shop for Valentine's Day, Easter and Secretaries Week! That includes:

- Valentine's Day, Easter and Secretaries Week store posters
- A Rubies & Roses Sweepstakes window poster
- Workroom posters
- FSG pages
- A Rubies and Roses sweepstakes tent card

We have also added an additional workroom poster to the kit, which contains all the upgrade and alternate bouquets for easy referencing when designing.

To supplement these printed materials, you can find other materials posted on myteleflora.com, where they can be downloaded

at your convenience. That includes bouquet recipes and ad slicks for Valentine's Day, Easter and Secretaries Week.

The marketing kit is your key to making the most of our upcoming promotion for Valentine's Day: the Rubies & Roses sweepstakes. Inspired by last year's successful Diamonds & Roses sweepstakes, this year's promotion begins on Monday, January 19. Our sweepstakes gives your customers more than 1,000 chances to win fantastic prizes, including one of 1,100 ruby and diamond pendants—or, a stunning ruby and diamond necklace valued at more than \$50,000.

Open your kit as soon as it arrives, and get a start on maximizing your sales this spring! ☘

No matter what Teleflora POS system you use, you'll have opportunities for continuing education in 2009.

As Teleflora Technologies continues to update all four of our point-of-sale systems (RTI®, Dove POS™, Eagle and Daisy), we will also continue to offer educational opportunities to our Teleflora members who rely on those systems.

Throughout 2009, Teleflora Technologies has planned a number of tech calls and educational webinars to help you utilize your point-of-sale system to increase productivity, grow your customer base, and streamline business procedures. You are able to speak directly with technical representatives who can teach you new tricks and tips within your system as well as answer questions you may have.

- For **RTI® Total Management**, visit the RTI Forum (<http://rti.myteleflora.com/forum>) for the monthly webinar schedule. Over 300 webinars were held for RTI last year! This year we are adding new topics, along with having additional holiday marketing

webinars.

- For **Dove POS™**, this year's webinar schedule will likewise be posted on myteleflora.com. Last year we offered more than 100 webinars. Even more are planned for this year, so don't miss out on this great learning opportunity for your staff! Webinar topics range from working with orders to reporting and marketing. They will help you become an expert with Dove POS!

- For **Daisy** and **Eagle**, monthly tech calls with the software developers and technical representatives will give you a chance to ask questions, learn about new updates and make suggestions for future enhancements. For more information on the monthly tech calls, visit myteleflora.com.

These free webinars and tech calls are great for both managers and staff to attend! ☘