

Teleflora presents America's Favorite Mom!

America's Favorite Mom is an unprecedented weeklong national television event that Teleflora is launching to honor mothers everywhere on the 100th anniversary of Mother's Day. This event will be supported by a ground-breaking national television and print campaign, billboards, extensive PR, radio, online advertising and promotion, even a special America's Favorite Mom in-store merchandising kit! How can you be a part of the most exciting—and profitable—Mother's Day promotion in history? Here's how you can win:

• **Teleflora's Favorite Mom Contest**—To show our appreciation for our member florists during Mother's Day, we've created a special contest just for you. Tell us about your favorite mom and she could win valuable prizes. The grand prize winner will win a diamond solitaire gold pendant, plus a VIP trip to Los Angeles where she and a few guests will be treated to the full Hollywood experience complete with the America's Favorite Mom studio tour.

• **Creative Merchandising Contest*** Use your imagination and the materials you receive in the America's Favorite Mom in-store merchandising kit to create a great display. Winners will receive two America's Favorite Mom Bouquet Kits from Stems&Bunches. Together, the kits contain enough flowers to design 48 America's Favorite Mom Bouquets—a retail value of approximately \$1,000!

• **Be A Star Florist on TV***—Florists from 25 local Teleflora flower shops will deliver America's Favorite Mom bouquets to the semi-finalists who appear on a popular daily TV show.



Creative Merchandising Contest
in-store poster

• **Mom-ination Sweepstakes*** For every nomination generated by your shop, you will be entered in a sweepstakes for the chance to win a new delivery vehicle!



Mom-ination Sweepstakes*
delivery vehicle

*Note: Only U.S. members are able to participate in the Creative Merchandising Contest, Mom-ination Sweepstakes and Be A Star Florist on TV. The Teleflora's Favorite Mom Contest is open to U.S. and Canadian members (excluding Quebec).

A special America's Favorite Mom (AFM) Marketing Kit will be mailed to you on February 14th. It's complete with store posters, nomination entry forms, campaign buttons and an AFM Marketing Guide detailing the many ways you can use these materials. Also check out the special guide mailed to you in early January, visit myteleflora.com, or view the insert located in the January Clearinghouse Statement for more information on this exciting event!

myteleflora news

JANUARY 2008



The best way to buy tulips!

See page 6.

We're investing in you—and your response is the key to success.

In my last letter I talked a little bit about all the things we are going to be doing in 2008 to help you, the local florist, build your business and increase your profits. This month I would like to highlight the Diamonds & Roses promotion for Valentine's Day. This is the first big promotion we are running in a long time and it is the beginning of a wave of promotions in the future. We believe in the power of promotions to drive significant increases in store and online order volume. Promotions raise awareness and generate excitement in consumers and this is very important to the industry's health and well-being. We are spending millions of dollars in advertising and local promotions to ensure a successful Valentine's Day for you (and for us!). We are pumping this money into the industry to spur consumer enthusiasm and interest and I know it will result in more sales for everyone.

I will not bore you by repeating all the details on the promotion, but in case you need details you should refer to one of the numerous communications about the program. (Check, for example, the Resource Guide accompanying your Teleflora Member Directory for August / September / October 2007, the Dove message dated December 19, the MyTeleflora email dated December 10, the clearinghouse message in the January statement, the news article in the November issue of MyTeleflora News, or the information posted on MyTeleflora.com. Also, see the reminder on page 7 of this issue.)

What I would like to remind you of, though, is that you are the critical link to the consumer. Despite all of our efforts, the final responsibility for success lies in your hands. The true triumph of this promotion and Valentine's Day in general will be what you do to make it a winner in

your store and in your communities and with your customers. Make sure you use the Diamonds & Roses marketing materials we sent you to make sure that every one of your customers knows about, and participates in, the program. (Remember, they don't have to buy anything to win.) Make sure you are marking your game pieces with your shop's information and attaching the game pieces appropriately, so that if you do deliver the winning bouquet you will receive your \$3,000 prize!

I look forward to a successful and prosperous Valentine's Day. Next month I will be talking about our next big promotion: America's Favorite Mom. 🐦

Shawn Weidmann
is President of Teleflora.



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faces & places

Kirk Pamper AIFD, AAF, PFCI, 1956-2007



This fall the floral industry lost one of its most admired and talented educators, Kirk Pamper, who died November 19, 2007 in Memphis, TN after a lengthy and courageous battle with cancer. Kirk was known to many Teleflora members through his work on Teleflora's Education Specialist team. Others will remember his series of lively articles on the biology of flowers called "Florology 101," published in Flowers& magazine in 2006. Exceptionally articulate and knowledgeable, Kirk possessed a rare combination of gifts for both floral design itself and the communication of concepts about design. His gentle humor and sympathetic interest in others endeared him to a wide circle of friends from around the world.

Among other achievements and awards, Kirk was a recipient of AIFD's Award of Distinguished Service to the Floral Industry and PFCI's Tommy Bright Award, both among the highest in his profession.

A memorial celebration of Kirk's life is planned for Sunday, April 20, 2008, to be held at the Memphis Botanic Gardens, where his extensive collection of rare plants will be housed. To learn more about this event and about Kirk, please visit his website at www.kirkpamper.com.

Surviving catastrophe

What would you do if your shop burned down, right at the beginning of the holiday season? That's what happened to **Evergreen Florist in Stoneham, MA**. No one was hurt, but the shop itself was pretty much a total loss. What followed shows that you can't keep a good florist down. The shop's mother-daughter team, Pat Flaherty (the founder) and daughter Lyndsay (both seen here with niece and cousin Tracy on the far right and two friends), started working right away to secure a new location and found a great one right across the street. Teleflora marketing counselor Steve Capano sent a message to area florists, and many donated supplies to help the shop get back on its feet. Is this a great industry or what? Formerly an Eagle shop, Evergreen is off to a new start with the Dove POS system. Oh, and this reminder: have you checked your insurance policy lately? Why not take ten minutes to borrow a video camera, if you don't already have one, and record the shop and its supplies and equipment? Be sure to store the recording somewhere off site.



Celebrity endorsement

When it comes to free publicity, it doesn't get much better than a guest video spot on Rachael Ray's daytime talk show. Le Nae Denson of **Cleveland the Florist in Mobile, AL** made the most of her opportunity last November with a demonstration of how to make a turkey "without even turning on your oven," as Rachel Ray quipped. Le Nae placed a pineapple sideways on top of a block of floral foam (wrapped in plastic) on a platter, so that the crown of the pineapple is positioned to become part of the turkey's tail feathers. She showed how to pick a squash into the other end of the pineapple for the turkey's head and neck and asparagus and other vegetables to fill out the tail and sides. Of course, you can also



add flowers. "I'm a third-generation florist," said Le Nae proudly at the beginning of her demonstration, "and I've been making these turkeys since I was a small child." Rachel clearly loved the turkey. Visitors to her website were able to view the video segment long after the day the show aired (November 14). Best of all, the link below the segment took viewers directly to Le Nae's website (clevelandtheflorist.net). You never know where a fun design idea will take you!



A century in business and still going strong

The original greenhouses, built in 1907 and 1908 from sturdy cypress wood, have stood the test of time—and so has **Graves Floral Company in Shawnee, OK**. When Pam and Bob Fincher (seen here with Teleflora chairman Tom Butler, far left, and marketing counselor Suzi Lawrence, far right) bought the shop in 1994, they knew they were acquiring a business with a long and proud history. Like so many of today's best-known, well-established flower shops, Graves Floral Company started as a combination florist and grower. The greenhouses are still very much in operation, although today their use is confined to flowering plants, while cut flowers have been brought in from other growers since the early 1980s. Over the years the name has changed three times as the shop passed from one hardworking couple to the next. Pam started working there in 1974; she worked her way up to manager, and eventually Bob joined her in the business. Maintaining a proud tradition, they are anticipating another century of providing "quality flowers at a fair price." 🌿

faces & places

Here and there for the holidays



At **Carver Florist & Gifts in Carver, MA**, owner Arthur Bouchard gets a visit and a Top 2000 plaque from our new marketing counselor in Massachusetts and Maine, Diane Roberts.



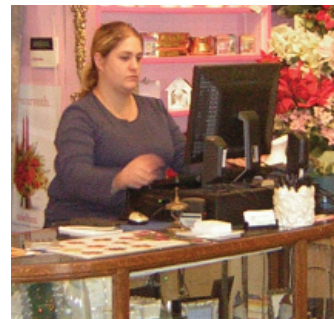
At **Hawthorn Florist and Gift Shop in Dartmouth, MA**, "Nós falamos português!" Teleflora marketing counselor Bob Hurley, bearing gifts, pays a visit to owner Ana Vinagre.



No, the dogs are not for sale! At **Enchanted Florist and Gift Gallery in Lewiston, NY**, owners Peter (kneeling) and Delores (standing with a pooch under her arm) Tagliani regard them as a more or less permanent part of the décor. Nice merchandising, folks!



The focus is on the flowers at **Michael Whitlanger Designs in Pittsburgh, PA**, where Michael assembles some gorgeous centerpieces in the Autumn Bronze Bouquet ceramic pedestal container.



It's beginning to look a lot like Christmas at **Sherwood Florist in North Tonawanda, NY**, where owner Amy Sileo is just finishing up taking an order on her Dove POS system.



This month (January 2008), **Toni's Flowers & Gifts in Tulsa, OK** celebrates 25 years in business! And there's another cause for celebration on the agenda: the grand opening of a new addition to the shop—two good reasons to smile as far back as the shop's open house in November, when owner Toni Garner (left) welcomed Teleflora marketing counselor Suzi Lawrence. 🌿

a word from tom

Want to turn your business around? Learn some new tricks.

What's the key to success in your business? It's you—your creativity, your expertise, and your enthusiasm for what you do. If you feel like any of those needs a boost, Teleflora has an answer: get yourself some learnin'.

Our Units Program sponsors educational events all over the country, featuring top-notch designers and business experts. Local florists like yourself work hard to make these events accessible, affordable, and relevant to you.

On the next page, you'll find the schedule of classes at the Teleflora Education Center for the coming year. It includes some tried and true favorites (classes that have people coming back over and over again) plus some classes with new twists, like European hand-tied bouquets or the "Business Smarts Summit" that has recently been such a hit.

In 2007, the Education Center launched something entirely new. Teleflora Live! takes elements from Education Center classes (which combine lecture demonstrations with hands-on workshops) to cities around the country. Teleflora will continue to sponsor this approach to florist education in 2008, with the first Teleflora Live! event in Orlando, February 24-25. For more information, see page 5.

And to learn about the full range of educational opportunities from Teleflora, visit MyTeleflora.com and click on the Design and Education tab. We're proud of our commitment to helping florists stay ahead of the game by offering these opportunities. To take advantage of them, you in turn have to step up to the plate and commit to attending a class or event. Do it today! 🌿



Tom Butler AAF is Chairman of Teleflora.

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

Taking a class to enhance your skills is an investment in your future.

And now's the time to make the commitment. The 2008 schedule for Teleflora's Education Center is just out, and classes fill up quickly! Design classes include personalized instruction and hands-on experience in the application of profit-making techniques. Teleflora's team of Education Specialists is unequalled for expertise and lively, effective teaching methods! All classes begin on a Sunday with brunch and run through Wednesday at 1:00 p.m. To register or to receive a brochure, call the Teleflora Education Center at 800-456-7890 or visit MyTeleflora.com.

March 2-5, 2008
Flowers to Wear: Prom, Corsages & Boutonnieres

Instructor: Sharon McGukin PFCI
 Prom flowers have changed dramatically over the last few years. Learn how to make and sell the latest floral fashions—profitably, using both conventional and new labor-saving techniques. See and use the latest materials, including decorative wires, jewels, and even lights!



June 22-25, 2008
Traditional Wedding Design

Instructor: Joyce Mason-Monheim PFCI
 Study the elements of a "traditional wedding" and learn how to add a twist that makes the day unique. Included are all the classic forms of bouquets, from clutches to cascades, as well as classic forms in ceremony and reception decor. Learn techniques for selling a wedding and how to price your designs for profit.



April 6-9, 2008
Sympathy Expressions

Instructor: Bert Ford
 Explore the world of the new generation of Sympathy Expressions. See classic designs—casket sprays, baskets, easels, and set pieces—in lively demonstration lectures, and create the updated styles today's consumers demand in hands-on workshops. Learn how to conduct a sympathy consultation, and discover how to make personalized sympathy designs a distinctive part of your shop's offerings.



July 13-16, 2008
Creative Edge – Design Influences from the East

Instructor: Hitomi Gilliam AIFD
 Using some of the principles of ikebana, the Japanese art of floral design, you will learn how to achieve designs you never dreamed were possible. This is art-form designing at its best. You'll be challenged to create designs that capture and explore bits of nature others often overlook. The highly interactive hands-on sessions will reignite your creative spirit and send you back home with a set of creative discoveries.



June 8-11, 2008
Basic Design Training

Instructor: Kevin Ylvisaker PFCI
 Immerse yourself in practical study of the principles and elements of design, including how to apply color theory to create effective floral designs. See and practice the latest design techniques with valuable coaching and assistance from the instructor. Designed for the beginning floral artist or someone who seeks a greater understanding of the whys and hows of design.



July 27-30, 2008
European Hand-tied Bouquets NEW!

Instructor: Els Hazenberg AIFD
 Master the fine art of creating hand-tied bouquets the way the Europeans do—especially the famous stem spiral that denotes a properly constructed bouquet. Learn how to create various styles of hand-tied bouquets and apply decorative wrappings for delivery and in-shop sales.



August 17-20, 2008
Decorating Today's Home with Permanent Botanicals

Instructor: Matt Wood AIFD
 Permanent-botanical designs are essential accessories in today's interior decor. Creating and selling them requires the ability to select and combine materials to tell a story or evoke an emotion. This class will give you practical experience in doing just that.



September 7-10, 2008
Business Smarts Summit: Operating a Successful Retail Flower Shop

Instructors: Paul Goodman CPA, Tim Farrell PFCI, AAF and Marie Ackerman PFCI
 Designed for the new flower shop owner or 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 work smarter—not harder, for higher profits and fewer headaches. A team of experts in floral business shares their perspective and stimulates lively group exercises with other florists.



September 28-October 1, 2008
Everyday Design

Instructor: Tom Bowling AIFD, PFCI
 Want to learn how to create everyday designs that have that special little "something extra" that customers really connect with? This class will challenge you to make designs for everyday occasions—birthdays, babies, get well, thank you and congratulations—with an engaging twist! See new mechanics and materials that will renew your enthusiasm for the designs you create and sell every single day.



Teleflora Live! comes to Orlando in February.

The Teleflora Education Center is proud to present the first Teleflora Live! event of 2008. Scheduled to take place in Orlando, FL, February 24-25, the two-day event will feature workshops, design demonstrations, and business classes you can't afford to miss! On Sunday, watch as Susan Ayala AIFD shows you how to put extra wow into your wedding bouquets. Then learn how to appeal to Generation Y from the master of color and style, Kevin Ylvisaker AIFD. Plus, Paul Goodman, CPA, of Floral Finance Business Services, will teach you key ideas to help you operate a more profitable, successful business.

Our expert instructors return on Monday for hands-on design sessions and business courses. There will even be a trade fair featuring the industry's hottest POS system, Dove POS, and the latest keepsakes from Teleflora.

Don't live close enough to Orlando to attend? Don't worry! Teleflora Live! will be visiting three additional cities throughout the year. Check MyTeleflora News for future dates. For information on the Orlando edition of Teleflora Live!, check MyTeleflora.com or call the Teleflora Education Center at 800-456-7890, extension 6234.



Tulip season is here! Now's the time to lock in great prices and quality.

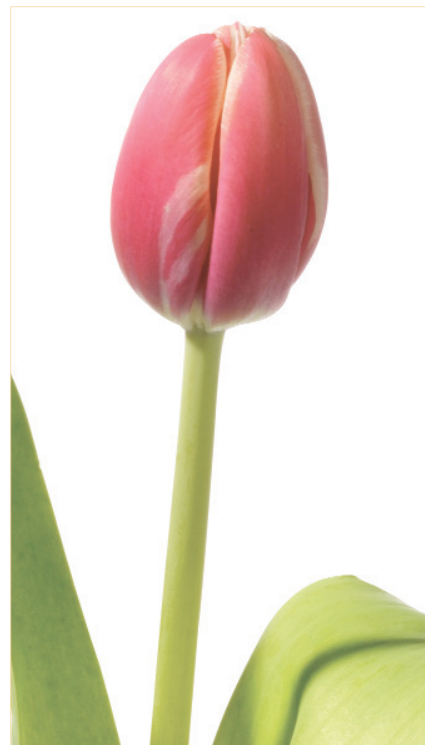
Tulips make a great candidate for standing orders. They're a customer favorite in most shops. They can be sold as weekly specials in loose, easy-to-arrange bunches, or used in design work.

Of course, you might prefer to buy tulips as a standing order only during the months when they're at their best and in high demand: January through May. That's why Teleflora's Stems&Bunches created its seasonal standing order program for Dutch tulips.

The program offers the freshest tulips available, direct from the best tulip farms in Holland, in a variety of pack sizes. The color mix changes with the season and is pre-selected to meet seasonal demands, so that you will get, for example, plenty of red, pink and white tulips for Valentine's, assorted spring colors for Easter, and pink and purple for Mother's Day.

Nothing beats the convenience of placing your order once and receiving your tulips like clockwork either every week or every other week, as you choose. Nothing, that is, except excellent prices that stay the same all through the season, including major holidays, from January through May.

For more information or to place a seasonal standing order, visit stemsandbunches.com or call 800-794-8288 and speak with a Stems&Bunches representative in person. 🌷



Join the conversation with your customers at Flower Blog.

flower blog by teleflora

There's a reason why blogs (short for "weblogs") have become so popular: they're a great way for people who share a passion for almost anything to find and communicate with each other. And we all know there are plenty of people out there who share a passion for flowers!

To help serve that need—and to make sure that Teleflora florists are part of the conversation—Teleflora has launched a brand-new blog for consumers and member florists alike. Called simply Flower Blog,

it's readily available online at www.teleflora.com/flowerblog.

Flower Blog is a place to exchange ideas and stay up to date. We believe it will be an excellent interactive resource and will help make Teleflora the leading authority on flowers and flower giving online. Postings will include floral news and trends, gift ideas, decorating tips, a calendar of events, floral horoscopes and human-interest stories about the way flowers impact all of our lives.

The blog is aimed primarily at consumers,

but is designed to include input and insight from professional florists. A regular feature called Florist Stories will chronicle these business owners' unique experiences and show how they've handled the challenges of running their stores and services.

Check out Flower Blog and let us know what you think by posting a comment. Or you can send comments, questions or story suggestions to the Blog Editor/Manager, Jacqueline Fitzgerald, at jfitzgerald@roll.com. We look forward to hearing from you! 🌷



Sending and receiving has never been faster and easier—DovePlus is here!

Teleflora is pleased to announce the official launch of DovePlus, the new Dove network that is accessed over your high-speed Internet connection. After months of testing involving over 300 of our member florists, DovePlus is ready for you. It's easy to upgrade to this exciting new network. Visit <https://www.doveplus.com> to add your shop name to the upgrade list or call us at 800-720-9410 today!

DovePlus is accessed via your high-speed Internet connection, which means orders are sent and received over the Internet instead of the phone line. Not only will you be able to send and receive orders faster, but you might be able to save money by eliminating a phone line. Plus, you'll enjoy a host of new high-tech advantages such as remote access and automatic directory updates. 🌷



Diamonds & Roses

The countdown begins for the Diamonds and Roses sweepstakes!

Valentine's Day is just a month away, and as it approaches the excitement over Teleflora's Diamonds and Roses sweepstakes is ramping up.

The sweepstakes begins January 14 and runs through February 29, with the grand-prize drawing for a \$50,000 pair of diamond earrings on March 15. In addition, throughout the sweepstakes period, recipients of either the Diamonds and Roses Bouquet or the Diamond Cut Bouquet can become instant winners of a diamond pendant. One thousand pendants will be given away.

Florists also have an opportunity to win big. The florist who delivers the bouquet to the grand-prize winner will win \$3,000 in cash and one year of free Teleflora fees! Make sure you write your shop name and code on the game piece that comes with each container, and deliver the game piece along with the bouquet.

In the end, though, the sweepstakes is designed to make every participating florist a winner. Make sure your customers know they can come to you for either sweepstakes bouquet! 🌷

NO PURCHASE OR OBLIGATION NECESSARY TO ENTER OR WIN. See www.diamondsandroses.com for complete details. Sponsor: Teleflora LLC.