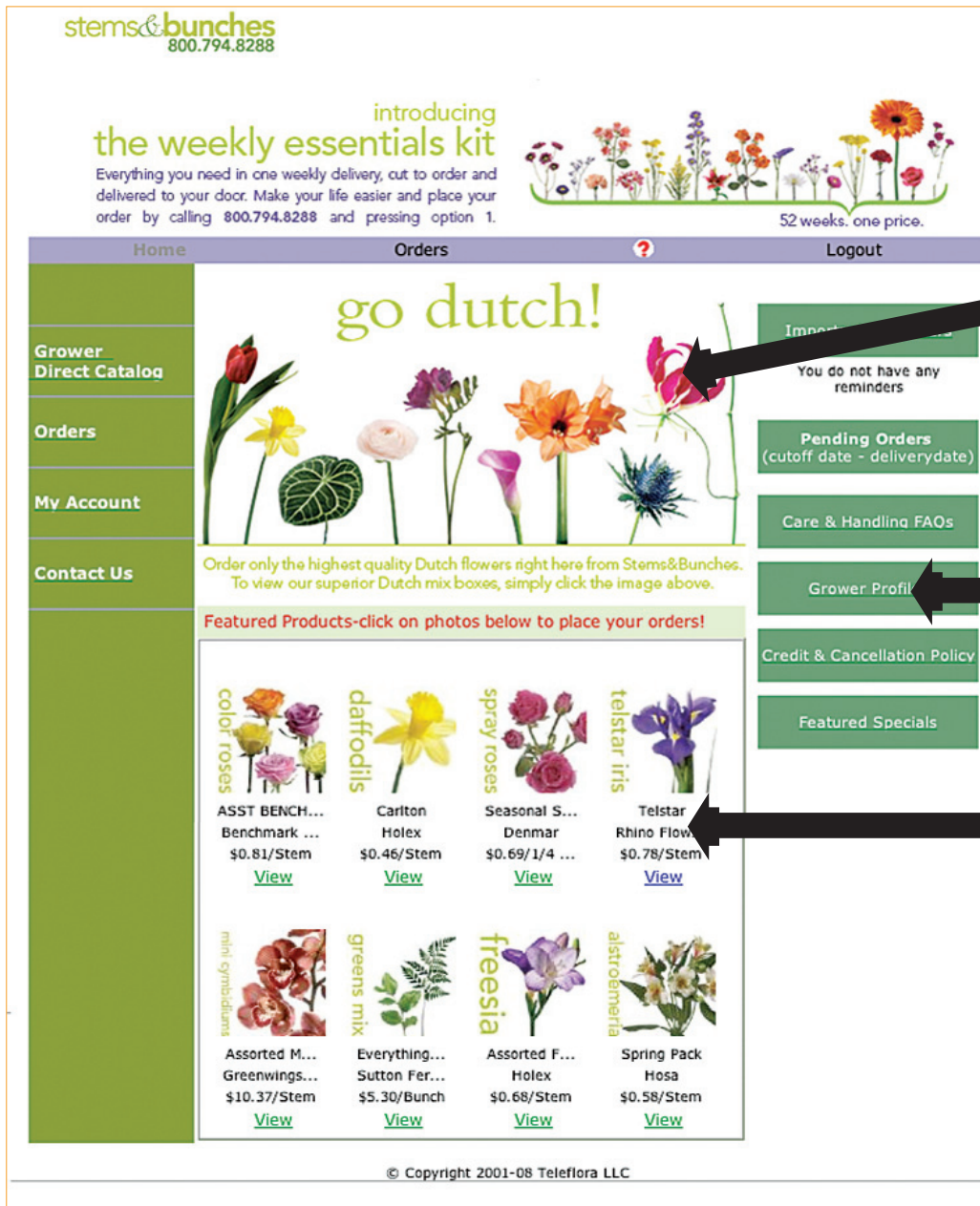


The Stems&Bunches website is easier to use than ever!



After logging in, you can now simply click on the main image shown on the home page to be taken to the offer featured in the graphic.

Clicking the "Grower Profiles" link on the right navigation bar will open a new window that lists information about each of the grower partners who work with Stems&Bunches. Click the company logo of a specific grower and you will be taken to a page of product offering from that specific grower.

Small images now appear on the homepage. Clicking these images will open up a window allowing you to pick a delivery date for the item and add the item to your order. If you do not already have an order for the date selected, the website will start a new order for you on the selected arrival date.

Have you been to stemsandbunches.com lately? If so, you may have noticed some changes. To begin with, as soon as you log in, you'll see items on the home page that can be clicked to open up a window with more information (see the arrows above).

But there's more. Viewing options have been added to speed up the site: For example, when shopping for products in the Grower Direct Catalog, you can now choose to view either in "text mode," which will bring up only text for the product listings, or in "image mode," which will bring up thumbnail images next to

each product listing. And, while the Grower Direct Catalog ordinarily brings up all items that have been available for purchase at any time, you now have the option of checking a box to show only products that are available for purchase currently.

If you have never logged onto the site before, now is a great time! For a user name and password, simply call 800-794-8288 and press option 2. A Stems&Bunches customer service rep is waiting to assist you! ☎

myteleflora news

MARCH 2008

Teamwork makes "the Teleflora difference"!

At Teleflora we are mindful of the ever-changing floral industry and your need for innovative products and services that help you drive sales and repeat customers. One of my most important jobs as president is to ensure that my team is always developing new ideas that promote "the Teleflora difference"—namely, that we are the only wire service where 100% of our offerings are hand-arranged and hand-delivered by a local florist.

By offering you exclusive products and promotions, we can help you turn first-time customers into repeat buyers. Our highly successful Valentine's Day promotion, Diamonds & Roses, was just one of many new and exciting programs that can help drive customers into your shops.

With our "America's Favorite Mom" campaign, the biggest Mother's Day celebration ever, we are going to revolutionize the way Teleflora promotes its products and delivers its core message of "hand-arranged, hand-delivered by a local florist." Starting May 9, our semi-finalists will appear daily on NBC's highly rated *Today Show*. The winning mom from each episode will be featured on "Teleflora Presents America's Favorite Mom," a grand finale one-hour primetime special scheduled to air on NBC on Mother's Day at 7:00 pm (EST/PST). The finale will also

include guest appearances from celebrity moms and stories of famous mothers throughout history.

To make sure the program will be incredible, we turned to Reville, the production company behind the highly popular TV shows *The Office* and *Ugly Betty* to help us with this new venture. We were happy to hear that Mark Koops, managing director of Reville, said that this idea of honoring mothers was a no-brainer. Everyone loves their mother! In fact, Mark sees the possibility of an annual franchise—but let's not get ahead of ourselves.

By now, you should have received your America's Favorite Mom marketing kit. The nomination posters, buttons, aprons and hats can be used for in-store displays, which will increase interest about the program in your local communities. Also, we believe that exclusive Teleflora products such as the America's Favorite Mom bouquet of pink roses and lilies, especially designed for this program, will help re-energize the holiday for you.

The America's Favorite Mom program will also help generate marketing leads for your website. Consumers referred to americasfavoritemom.com by their local florists will have the choice of opting in to marketing emails from those florists. If your shop is part of Teleflora's comprehensive

eFlorist program, which helps you create and maintain your own website with merchandising, marketing and technical support, these names will automatically be added to your eFlorist email list—or, for non-eFlorist shops, distributed to you at the end of the program. Thus, the America's Favorite Mom program presents a unique opportunity to begin and maintain a long-standing relationship with your customers. You are sure to build a loyal customer base in your community during the busy Mother's Day holiday. Once they are aware of the products you offer, they will most likely return to your site each holiday to check-out your exclusive line-up.

As your customers' needs continue to grow and change, I will consistently work with my team to ensure that Teleflora provides you with the essential tools you need to keep your businesses thriving. I also want to hear from you on how we can better meet your needs. We are all in this together and I hope you think of me as, not just the president of Teleflora, but a member of your team. ☎

Shawn Weidmann is President of Teleflora.



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faces & places

A doctor in the house



Actually, Dr. Tom Coburn (second from right) is no longer in the U.S. House of Representatives—though he served there for six years in the 1990s. He is currently the junior senator from Oklahoma. In between stints as a member of Congress he has maintained his private practice as an obstetrician. On a recent visit to Teleflora in Oklahoma City he was welcomed by Teleflora staffers (from left to right) David Graham and Jim Talarico, AFS founder and Teleflora Chairman Emeritus Herman Meinders, and current Teleflora Chairman Tom Butler.

Twenty and counting



How to celebrate a 20-year anniversary? At Monday Morning Flower and Balloon Co. in Princeton, NJ and Yardley, PA, Georgianne Vinicombe decided it would be a good idea to pull the staff together at a local restaurant. The event also served as an opportunity to review 2007 and make plans for 2008. "We ate, we drank and celebrated our longevity!! My husband and I are in the front surrounded by our staff," writes Georgianne. While the business is 20 years old, the Yardley shop has just turned ten.

Go Penn Jersey! And Teleflora Units nationwide



Outstanding educational programs top the list, but "the Penn Jersey Unit just did everything really well in 2007," says Donna Nelson, Teleflora Manager of Units: "managing their finances, contributing to Make Someone Smile Week, and even lending super support to Teleflora Live! when it came to Philadelphia." The Unit was recognized at this year's Teleflora Unit Presidents' Meeting (for more on the meeting and the Units Program, see pages 4-5). Its banner year in 2007 came under the leadership of outgoing Unit President Rick Cuneo, who was also recognized as Outstanding Unit President; incoming president Darcie Garcia (at left in the photo) received the award on behalf of the Unit at the meeting. With Rick and Darcie is Unit board member Bernadette Dougherty, who has also served as president.

Among other awards, the Big Apple Unit of Teleflora received the National Benevolent Award, recognizing the Unit's extra-mile-and-more participation in Make Someone Smile Week. Regional awards also included the following:

Central Region

- Outstanding Leadership Award, Sheryl Frazier (Michigan)
- Outstanding Teamwork Award, Kentucky Derby
- Outstanding Attendance Award, Lewis & Clark

Northeast Region

- Outstanding Treasurer, Deborah Dinsmore (Maine)
- Communication Award, Trudy Abood (New Hampshire-Vermont)

South Central Region

- Outstanding Secretary, Sue Kendall (Oklahoma)
- 100% Award, Glenn Oswalt, AMF (Arkansas)
- Outstanding Leadership Award, Bruce Easley, TMFA (North Texas)

Southeast Region

- Outstanding Unit, South Carolina
- 110% Award, Blue Ridge
- Most Improved Unit, DC-MD-VA

Western Region

- Outstanding Unit, Washington State Puget Sound
- Continued Success, LA Coastal Counties
- Outstanding Leadership, Rachelle Nyswonger (Northern California-Nevada) 🐾

products, promotions, events



RTI shops are bound for Las Vegas!

The industry's leading florists will convene in Las Vegas, June 19-21, to learn how to put RTI to work for them to increase profits and streamline operations. Attendees will hear first-hand from other RTI users how they are using the new features in RTI 12.0 to increase average sales, improve customer service and create repeat customers. Sessions are geared to both RTI 10.0 and 12.0 shops and include group classes, one-on-one sessions and hands-on labs.

This event has everything you want and need to be successful. In fact, the opportunities are endless:

- Network with other RTI users.
- Speak one-on-one with members of the RTI Advisory Team.
- Learn the importance of securing your credit card data.
- See first-hand the wow factors of RTI 12.0.
- Hear from industry experts about best practices in merchandising, financial management and staffing
- Discuss the future of RTI and offer your suggestions.

If your business uses RTI, you can't afford to miss this conference. Teleflora's made it easy. Register by April 25 and pay only \$399 for the first attendee (a savings of \$150!), then \$299 for each additional attendee per shop. In addition to the many benefits listed above, you'll enjoy all the perks of Caesars Palace, including world-class shopping, nightlife and restaurants.

Visit the RTI Resource Center on myTeleflora.com to register today, or call RTI Support at 800-621-8324 for more information. 🐾

**Milestones, makeovers, marketing ideas and more:
send us your photos and news! E-mail photos (taken
with camera settings on high quality and large size)
and caption information to:
newsletter@teleflora.com.**

a word from tom

Florists are moms too— and that's something to celebrate!

The flower business has been a family business from way back, and it still is one today. Husbands are also involved, but women are often the leaders and prime movers of the business at retail flower shops.

If they are mothers, these women certainly know the challenges of being a working mom. And yet, like moms everywhere, florist moms don't always get the recognition they deserve. On Mother's Day, they typically spend the day working alongside their kids and husbands—usually, harder than anyone else. That's why, when Teleflora decided to create "America's Favorite Mom," we knew it had to include a special tribute to florist moms.

Knowing that Teleflora members would be legally ineligible to nominate their moms for the "America's Favorite Mom" contest, we created a contest just for florists, "Teleflora's Favorite Florist Mom." One semi-finalist in each U.S. state and each Canadian province or territory (excluding Quebec) will be recognized with a prize valued at \$500. The grand-prize winner of the contest will receive fantastic prizes, including a VIP trip to Los Angeles. But as with "America's Favorite Mom," the main point is not so much the prizes as the opportunity to acknowledge the wonderful moms in our lives—mothers of all kinds, including our own very special brand, the florist mom.

To nominate your own favorite mom, tell us about her in a brief letter or email. Send your entry to: Teleflora's Favorite Florist Mom, P.O. Box 60910, Los Angeles, CA 90060-0910 or email us at TFFM@teleflora.com. Do it today! 🐾



Tom Butler AAF is
Chairman of Teleflora.

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

Educational opportunities start here—at the annual Teleflora Unit Presidents' meeting.

When your local Teleflora Unit hosts an educational program in your area—bringing in a top-notch designer and speaker, making the arrangements with wholesalers and hotels, getting the word out to florists, and doing all the many things required to carry off the event—it's the culmination of a long process of planning, training, and hard work. And it all starts with the annual Unit Presidents' Meeting.

Each January, the Unit Presidents come to Los Angeles to get support and advice, receive training and compare notes. There are 44 Unit Presidents, who serve two-year terms, so that at any time about half of them have a year's experience under their belts to share with the newbies. They meet with the five Regional Unit Directors, the 21 Education Specialists, and Teleflora home-office staff. Along the way they learn a lot about the state of the industry and how Teleflora works (the inside view). They apply themselves, get mighty tired, and still take time for fun!

An opportunity for dialogue



The meeting kicked off with an opportunity for the visiting florists to hear from Teleflora President Shawn Weidmann. Last year, Shawn had just taken on the job after serving as a consultant to Teleflora and related companies. So the 2007 Unit Presidents' Meeting was the first chance he had to meet with a whole

roomful of florists. In 2008, he shared some observations from his first year on the job. Among them, he noted that "Teleflora is committed to helping the independent professional retail florist succeed, and we know that education is critical to that success. That's why we have invested so heavily in it, and why we are so grateful to you, because we know we couldn't offer the programs that we do without your help."

Shawn also made some general observations on floral-industry business trends and asked the visitors for their questions and feedback. Over the course of the meeting, the visitors were able to hold similar conversations with staff from Teleflora's Internet group and marketing team and from Stems&Bunches, the website that facilitates ordering farm-direct flowers.

Education and more

Floral-industry education, of course, remained the focus of the meeting. In addition to discussions on the logistics of organizing educational programs, the Unit Presidents participated in a lively session on public speaking from Marie Ackerman AIFD, AAF, PFCI, Teleflora's Vice President of Education. The presentation is a regular part of the annual meeting and has been an inspirational favorite for years now. Marie, who runs the Teleflora Education Center in Oklahoma City, also pitched the classes held at the center. Last year, those classes were 100% filled, an indication of just how popular they are.

Still, owing to the hands-on nature of the classes, enrollment is limited, and only about 250 florists a year can attend. Hence the launching in 2007 of Teleflora Live!, a traveling educational program that is meant to be "Teleflora's Education Center on the road." Last year the two-day program visited three

cities (Philadelphia, Houston, and Baltimore). More Teleflora Live! programs are planned for 2008, starting with Orlando, just last month.

Smiles all around

And then, there are the programs sponsored by Teleflora Units—more than 300 a year, in all regions of the country. On top of organizing these programs, the Unit Presidents and their board members—volunteer florists all—typically take on another responsibility: organizing volunteers and deliveries for Make Someone Smile Week, Teleflora's annual mid-summer drive to get flowers to people who wouldn't ordinarily receive them, including the residents of nursing homes and children's hospitals.

"It's a great way for florists to give back to their local communities," notes Donna Nelson, Manager of Units at Teleflora. "And since Make Someone Smile Week usually gets a lot of press coverage, it's also a great way to get the word out that flowers really do make people smile!"

"Last year," says Rich Salvaggio AIFD, AAF, PFCI, Teleflora's Vice President of Publications and Industry Relations, "our Unit members in the United States along with Teleflora members in Canada delivered more than 46,000 bouquets. This year, we challenged them to set a new goal, and they went all the way to 50,000! It's a very ambitious target, but if anyone can do it, these guys can."

The heroic efforts of outstanding units were recognized at the meeting with national and regional awards. For more on the awards, see page 3 of this issue. For more about the Units Program, visit MyTeleflora.com; to find an upcoming program, click on the "Industry-wide calendar." 🌸



President Shawn Weidmann chats with Education Specialist Tim Farrell AIFD, AAF, PFCI, during a break.



The hardworking Unit Presidents did get treated to a night out at the musical *Wicked*. The next day, they were sent on a *Wicked*-themed "scavenger hunt" to collect floral materials from Education Specialists, who also critiqued the resulting centerpiece designs (at left and below).



Manager of Units Donna Nelson (center) hangs out with Tim and three of the five RUDs: Debbie Gordy AAF, TMFA, Donita Toquinto, and Cindy Mattson AIFD.



At working meetings, Unit Presidents learned about planning and budgeting for educational programs, assisted by their Regional Unit Directors and by Vice President of Industry Relations Rich Salvaggio (below).



Make the most of Mother's Day and Father's Day with these design and marketing ideas.



08M200 Mother's Day Centennial Vase

- The hand-blown vase can also be used as a great way to turn an everyday bouquet into an exceptional floral gift.
- In creating everyday designs, you have a wealth of floral materials to choose from that blend beautifully with the radiant pink and gold hues of the glass.
- This is the perfect anniversary vase—a gift to be enjoyed for years!



08M300 Teleflora's Victorian Teapot

- The teapot also lends itself to get-well or housewarming gifts, or for anyone who loves tea.
- Cross-merchandise the teapot with the coordinating tea cups for an effective display. Place the items on a fancy serving tray to display them.
- Include a box of fancy tea bags, a jar of honey and some tea accessories to create a teapot gift basket.



08M400 Teleflora's Victorian Teacup

- Plant a few teacups with miniature ivy plants or small blooming plants for a refreshing and affordable impulse gift for walk-in shoppers.
- As an alternative to arranging flowers in foam, create a small hand-tied bouquet and nestle it in the cup.



08M500 Teleflora's Silver Garden

- This container is perfect for use as a Silver Anniversary gift. Silver goes with flowers of any color!
- Create a vignette with silver-plated containers, pewter and mirrored giftware to show the elegance of the container.
- Use it as a centerpiece container for a formal wedding.



08F100 Teleflora's Ford Pickup

- The pickup is great for sending to a man for any occasion—birthday, get well or just because.
- It also makes a fun, alternative novelty container for baby-boy congratulations.
- Create a shop display featuring truck logos, photos of vintage pickup trucks, and car parts (like spark plugs, tires and motor oil).

Need help marketing for Mother's Day?

It's on the way! Or maybe even already in your shop. Teleflora's marketing kit for Mother's Day, Father's Day and Everyday began shipping on March 7. Be sure to look for it and open it as soon as it arrives. It has everything you need to merchandise your shop for Mother's Day, for Father's Day and for everyday occasions such as Make Someone Smile Week. The year, the kit also includes a very special oversized poster for America's Favorite Mom, Teleflora's biggest Mother's Day promotion ever. Check it out! 🐾



Get it together with America's Favorite Mom Flower Kits from Stems&Bunches.

Teleflora's promotion celebrating the 100th anniversary of Mother's Day means that this year, the holiday is going to be your biggest, busiest ever. That makes it a great opportunity to benefit from efficient purchasing. America's Favorite Mom Flower Kits from Stems&Bunches give you enough precisely the right amount of product to arrange 24 America's Favorite Mom bouquets.

Each kit contains the following: three bunches of 50-centimeter pink roses, five bunches of pink

astromeria, eight bunches of white stock, and three bunches of pink Asiatic lilies.

Like all Stems&Bunches flowers, the kits will come in at a "landed" price that includes freight—no surprises. Match your kit purchase to your container buy and you're in business!

To make sure you have the flowers you need this Mother's Day—and you're going to need plenty—order early! Log on to stemsandbunches.com or call us at 800.794.8288, option 1. 🐾



Here's how you can boost America's Favorite Mom in your own community—and boost your business at the same time.

America's Favorite Mom is picking up steam. Don't get left behind! Creating awareness, merchandising your shop, and getting customers to nominate their moms is the way to become your own community's "America's Favorite Mom florist."

At Teleflora, we've made it easy for you. You should have already received your America's Favorite Mom Marketing Kit. Included in the kit is a handy marketing

guide that provides valuable information about florist promotion details, display concepts, great ways to get involved in your community, radio scripts, logos and even a form to request a copy of our Mother's Day television commercial.

Here's a sample quick tip to drive nominations: Included in the marketing guide is a color copy of the information printed on a tear pad of nomination forms. You can

take this to a local printer to make extra copies and use the copies at local events, or even place them in your bouquets when making deliveries.

Also available to help you raise awareness locally is the America's Favorite Mom press kit with tips on how you can reach out to your local press. Just go to myteleflora.com to access the press kit today! 🐾