

MYTELEFLORA NEWS IS GOING DIGITAL!
VIEW PG. 6 FOR A SNEAK-PEAK AT THE
NEW DIGITAL VERSION!

myteleflora

{news}



eFlorist is upwardly mobile

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success everyday

Most people think of the floral industry as active only during the busy holidays, but we recognize that everyday business is just as important to the success of the industry. Every year about half of the orders that go through the network are non-holiday orders, and we are continually developing resources to help that side of your business grow.

To make both everyday and holiday orders easy to fill, we design Teleflora products to be as versatile as possible. We repurpose successful holiday keepsakes, as well as design new products for our everyday line, so you can offer flowers in a gift year-round to phone, online and walk-in customers.

We help you market your shop throughout the year by providing floral mini-guides, consumer calendars and statement stuffers. These materials are a great way to re-market to existing customers. Sending materials with your shop's information with every bouquet delivery can help turn a recipient into a repeat customer. Teleflora's point of sale (POS) solutions (e.g. RTI, Daisy, Eagle and Dove POSTM), also help you market effectively and efficiently. Using your POS system to market to birthday and anniversary orders from the previous year can help generate additional sales during non-holiday months.

Our eFlorist program keeps you on the cutting edge of online merchandising and marketing, too. The Online Search Marketing Program introduced last year makes it easy for member shops to market themselves online and reach the 2.8 billion consumers using Google to search for local goods and services. A website is vital to your business succeeding, and helping people find that website is just as important!

Within the next few years, mobile commerce will likely become the most frequently used channel for consumers' shopping needs, and we have you covered with our eFlorist offerings. In addition to our current mobile versions of websites, Teleflora has joined forces with Beneva Solutions to present FloralApp from eFlorist. Floralapp will help florists who are looking to further enhance their mobile presence by offering a smartphone app that customers can download and use for free. FloralApp from eFlorist aids in engaging and retaining customers and will be available for both iPhone and Android devices later this year.

Our popular Education Center and Units Program offer opportunities to learn tips, trends, and money-making strategies oriented to everyday business. We have also been fortunate to work with Team Floral, whose expertise helps shops across the country fine-tune their business practices. Dan McManus and his team work with shops of all kinds, so they know what works and what doesn't. They've shared tried-and-true methods for improving staffing, cutting costs, working more efficiently, and growing online sales. These webinars are free and exclusive to Teleflora members.

As always, we work hard to ensure that our marketing campaigns promote Teleflora member florists as the best in the industry. From Teleflora's products and marketing efforts to our staff, we are here to ensure your sales year-round are prosperous. I wish you good luck and good business in the coming months.

Sincerely,

jeff bennett (president of teleflora)

upcoming classes:

TRENDSETTER: NEW DESIGN IDEAS FOR 2013/2014

with Hitomi Gilliam AIFD
SEPTEMBER 8-11, 2013

To register, call 800.456.7890
ext. 6234 or direct
at 405.440.6234.



Teleflora's
Dazzling Day Bouquet
T21-1A



teleflora tip!

"Gerbera daisies are a fun flower that's especially popular with the younger generation—but sometimes they need a little support," notes Teleflora Education Specialist Joyce

Mason-Monheim AIFD, PFCI, AzMF. "One way you can dress up a gerbera and add stem support at the same time is to wrap the stem with wired sheer ribbon in a contrasting or coordinating color, or non-wired sheer ribbon plus beaded wire. To wrap the stem with the ribbon, simply turn the stem upside down, fold the ribbon over the cut stem end, twist the ribbon and wrap it around the stem all the way up to the bloom." Sheer ribbon will allow water to pass through, so the gerbera can still drink through the cut end, which can even be inserted directly into foam. Secure the ribbon at the top of the stem with UGlu. If what you have is sheer ribbon that's not wired, wrap the beribboned stem up and down with Smithers-Oasis Beaded Wire.

As a member of Teleflora's education team, Joyce shares many other tips and strategies at educational programs across the country. To find out what's going on in your area, visit www.MyTeleflora.com, or check the blue pages of your Resource Guide.



to find out how you can get involved with your local Teleflora Units Program, go to myteleflora.com

good design is always in fashion



What makes a good designer into a great designer? That's the question asked by students who attended the European Trends Class at the Teleflora Education Center in Oklahoma City in late July. Class instructor Els Hazenberg AIFD, from the Netherlands, answered that question in a variety of ways over the length of the four-day class. "Learn the principles and elements of design so they become second nature to you" was one piece of advice she gave. Here's another: "Know when to stop—when it is enough."

This hands-on class featured more projects than ever before, including three distinct styles of hand-tied bouquets, many styles of container arrangements, and even a guided tour of floral exhibitions and parades in the Netherlands. Students learned what design styles are hot in Europe and how to make them salable for the American market. So much information in just a few days! Everyone really enjoyed making the project designs and ramping up their own creativity for the final assignment. All the students received personal coaching—helpful, specific suggestions on how they could enhance their designs and create even more spectacular floral compositions.



a word from tom

where do you find successful florists? at association meetings.



You meet the best people at florist association conventions! Here with me at the 2013 Texas State Florist Association Convention in Mesquite, TX, are (from left) Ken Freytag of Freytag's Northwest Florist in Austin and Dianna Nordman AAF, director of the association. Ken will chair next year's convention, scheduled for July 18-20 in Austin, where TSFA will celebrate its 100th anniversary.

I was reminded this summer of the key role that a strong florist association can play in supporting its members when I ran into my old friend Ken Freytag at the 2013 Texas State Florist Association Convention. Ken is a past president of Texas State, which has always had one of the top state conventions. Over more than 35 years as an active member, he has served TSFA in many different capacities. I asked him what makes it worth the effort.

"The relationships I have formed over the years because of my affiliation with TSFA are remarkable," says Ken. "I attribute much of my success to TSFA mentors like Lee McShan and Felix Ankele, who shared their business experiences with me and helped me in so many ways. I feel florists today need to make the personal contacts you can only make this way. Social media are wonderful, but you should never let them replace personal relationships one on one."

Like other state conventions, TSFA's provide wonderful educational opportunities for a nominal fee. This year's convention offered two days of programs by nationally acclaimed designers for less than \$100 for members.

Teleflora has a long history of supporting state associations. Many of this year's conventions still lie ahead. One source of information on them is the Floral Associations directory in the *Flowers & Buyers' Guide*, available online at www.flowersandmagazine.com. Don't miss out on what your association can offer you!

tom butler {chairman of teleflora}



news from all around!



a dream come true

"I could write a book" is something many florists could say about their lives in the business and the changes they have seen—but Doris Tanner Ross, founder of **Doris Tanner's Flowers** in Laurel, MS, has actually done it! "My grandmother is 89 years old and still works as if she was 40," says Doris's granddaughter Shari Shelby, manager of Doris Tanner's Flowers. "She is well-known in our city for her beautiful casket sprays—in fact, she has made four casket sprays in the last two days!" A war widow with a baby to raise, Doris started her business in 1965, literally from the ground up—clearing debris from the property before having it built. *Day-Day's Dream* is available at local bookstores and directly from the publisher at www.authorhouse.com.



goin' to the chapel

Where better to have a wedding program than in a church? Teleflora's Upstate New York Unit brought Hitomi Gilliam to St. Martin's in North Tonawanda, NY last month—with stunning results, as you can see.



big efforts in the big apple

Right after Mother's Day is a day when most florists would like to rest up. Instead, this year, a group of very tired members of Teleflora's Big Apple Unit found time to help sort food from the food drive conducted annually on Long Island by the National Association of Letter Carriers; it is the largest food drive in the nation. Big Apple members, along with other volunteers, checked expiration dates and sorted over a million pounds of food. The Unit also collects non-perishable food items for redistribution at each Unit meeting. Good going, guys!

OK in OKC

On a Tuesday night in June, 77 florists showed up at Greenleaf Wholesale in Oklahoma City to see new trends and collect new ideas from Teleflora Education Specialist Darla Pawlak, sponsored by the Oklahoma Unit of Teleflora. Pictured here are South Central Regional Unit Director Debbie Gordy, Darla, program chair Jan Wear of **Watonga Floral** in Watonga, OK, and Teleflora's Suzi Lawrence.



twice a winner

It's always an exciting event when the "Prize Patrol" from Publisher's Clearinghouse arrives to greet a winner. **Johnson Greenhouses** in Statesville, NC got to be part of that photo-worthy moment this year, having created a bouquet of roses and balloons for the occasion. This on top of having recently been recognized with the 2012 Small Business of the Year award from the Statesville Greater Chamber of Commerce. Owners Karl "Kirky" Kirkman, and Ron and Cheryl Matthews will celebrate the 80th anniversary of the business, which has been family owned and operated since October 1933. There's a lot to celebrate!

sunshiny day

Congrats to Jacob McCall AIFD, who received both a trophy and a cash prize for winning this year's Florida State Florists Association "Sunshine Cup," sponsored by Teleflora!



* We'd love to hear about your anniversaries, awards and achievements, along with human-interest stories. Take photos with camera settings on "large" and send to newsletter@teleflora.com.

teleflora members are tops!

honoring the fallen

In July, around 30 florists from various cities traveled to help florists in Prescott, AZ create floral arrangements for the memorial service for the 19 firefighters who lost their lives in the tragic fires in Yarnell. "Some drove for hours to get here, paid for their hotel stays and closed their shops to be here helping," writes Arizona Unit President Martha Deyden of **Sophia Floral Designs** in Mesa, AZ. Special credit goes to Rakini Chinery of **Allan's Flowers & More** and **Prescott Valley Florist**, along with Teleflora's Cathy Reifschneider and Darrell Housden, in leading and supporting the effort. All the flowers and hard goods were donated. A local hotel provided a meeting room for a workroom; a local dairy offered the use of a refrigerated truck. The service was attended by 6,000 people, with many thousands more outside the arena where it took place. Surviving firefighters participated in the service and assisted with the flowers. "I have been honored to work with these volunteer florists and humbled by what this industry did for these men," says Cathy.



marketing maven

Congratulations to Lisa Fede of **Fruits & Flowers** in Bridgeport, CT on receiving the Connecticut Florists Association Marketing Award! Lisa was recognized for her use of social media and promotions, and her donations of flowers to local fundraisers.



happy 25th anniversary

Twenty-five is a great age to be! Teleflora's Marty Pulliam visited Bill Ryker of **M & M Florist** in Lonoke, AR with a congratulatory plaque.



call me creative

Can you cultivate creativity—and with it, productivity? Yes you can! That was the answer Teleflora's Marie Ackerman gave to those attending the Texas State Florists Association Convention this summer—along with sound advice on how to do it. Her playful stage set created a photo op for Bruce Easley AAF, TMSA, of **Cap'n "B" Florist** in Gun Barrel, TX, along with Marie and Teleflora chairman Tom Butler.



these Teleflora florists are tops!

Recently recognized Teleflora top members include: Sarah Clifford, Penny Jump, and Kathy Peters at **The Marshall Flower Haus** in Marshall, MI; owner Jeremy Rettger of **A.J. Heil Florist** in Shaker Heights, OH, pictured with employee Rose; Gaylyn Wattman, AIFD, OMF of **Mary Murray's Flowers** in Tulsa, OK, seen here with Teleflora's Suzi Lawrence; Toni Garner of **Toni's Flowers & Gifts**, also in Tulsa, and also seen with Suzi—who is getting a big kiss from Lilly the poodle!; and last but not least, Dennis and Debbie Sunstrum of **Town and Country Florist** in Niagara Falls, ON, who received their plaque from Teleflora Canada's Cam Wilson and Cathy Anstett.



myteleflora news is going digital!

This issue will be the last print issue of MyTeleflora News. We will be making way for a new and improved MyTeleflora News in digital form. Expect the following new features in the new issue of MyTeleflora News beginning in October:

- Interactive sections including Video Tutorials, Links to Social Media, Links to Holiday Guides and Recipes.
- Design Tips from Teleflora Education Specialists
- Business Tips
- Industry Planning Calendar

Look for the New MyTeleflora News in October!



The NEW MyTeleflora News will be available on your Desktop, iOS and Android devices.

the flowers you want, your way.

- 1 select a flower**
Choose from a large selection of high quality farm-direct flowers from the world's best growers.
- 2 choose quantity & delivery schedule**
Select your quantity and either a weekly or bi-weekly delivery schedule.
- 3 book & save**
Standing Order customers save up to 50% over open market prices during peak floral holidays.



Visit theMARKET or call 800.794.8288 to take advantage of these great savings.

themarket.myteleflora.com

thanksgiving charm!

This Thanksgiving, Teleflora has introduced three exciting new containers that are wonderfully functional and offer high value. We have you covered for all of your fall merchandising needs!



Teleflora's Wrapped In Autumn Bowl

Teleflora's Wrapped In Autumn Bowl is a limited-edition multi-glazed stoneware bowl that captures the beauty of fall foliage with its unique leaf detail. This festive bowl is FDA-approved as well as oven, microwave and dishwasher safe. Make a beautiful statement in your shop by setting a Thanksgiving tabletop display showcasing the Wrapped In Autumn Bowl.

TIP! Fill one with fresh flowers and taper candles from the Accessory Pack and use as the centerpiece and focal point of the table—then fill a few more of the bowls with nuts and gourds. Be sure to tell your customers that this practical bowl will not only be an impressive centerpiece this year but also a treasured serving dish in years to come!



Graceful and elegant, this hand-blown amber glass vase with a hand-cut, frosted swirl detail was designed in the tradition of fine European crystal. The versatile styling will add luxury, not only to fall bouquets, but to birthday, sympathy, anniversary and romantic gifts as well.

TIP! For an impressive cooler display, fill with two dozen orange bi-color roses to complement the rich amber hue of the vase. Your customers will be sure to appreciate a vase that is also a stunning work of art.



Teleflora's Rustic Charm Wheelbarrow

Inspired by the countryside, this exclusive wooden wheelbarrow, made from real pine with an antiqued finish, is full of rustic charm! With its carved "Farm Fresh" message, the rolling wheelbarrow is a perfectly charming option that easily moves from fall into spring.

TIP! Fill with fresh flowers and festive dried or preserved oak leaves and keep one by your register filled with candy or business cards for customers to admire! Complete the fall look by hanging the poster from your FSG Kit nearby.



thanksgiving one-stop shop

Shop **theMARKET** for everything you need to make Thanksgiving a success!



Visit: themarket.myteleflora.com



featured bestsellers



fall flower favorites

eFlorist is upwardly mobile

eFlorist's latest mobile offerings mean you can serve more customers, no matter where they might be.

Teleflora is excited to offer eFlorist members a new tool to engage and retain customers: FloralApp from eFlorist. The app will soon be available for iPhone and Android devices. With it, you'll be able to reach your best customers no matter where they are, and they'll benefit from the convenience of shopping through an app. FloralApp from eFlorist will be fully integrated with your eFlorist site, so orders come through the same way as orders from your website and mobile-optimized site.

Speaking of those mobile-optimized sites, your mobile homepage design is being updated. Now your homepage layout will more closely match the homepage layout used on your full-size site. When you update your full-size website, your mobile-optimized site is updated automatically! You can change this aspect of your website and more using eSAT or by contacting eFlorist Support.

Another improvement to your mobile-optimized site is the new streamlined Sympathy category. Before, customers who selected the Sympathy category from your homepage were taken to a landing page. Now, customers go straight to your product selection without stopping at an extra screen. It all adds up to a mobile experience that's fast and easy, perfect for shopping on the go!



marketer of the month



marketing means telling a story—like the "lonely bouquet"

What would you do if you found a beautiful bouquet in a public place—on a park bench or the steps up to the post office—with this message attached: "Adopt me, please! I'm all alone and looking for a new home... perhaps I can live with you or a loved one? Our flower friends at Allan's Flowers & More would love to hear from us & find out where we ended up! Please email us a photo of you with your bouquet to allansflowers@gmail.com or on our Facebook page." You would probably take the photo, comply with the request—and tell the story over and over! "We got so many cool letters and pictures," says Rakini Chinery, who owns both **Allan's Flowers & More** in Prescott, AZ and **Prescott Valley Florist** in Prescott Valley, AZ. Each shop placed a dozen bouquets out in the community. "One lady found the flowers on her birthday, so she was



excited," says Rakini. "Then the next day was when 19 firefighters were killed in Arizona, so she took it to the memorial site that sprang up in her community."

The Lonely Bouquet is an international movement, supported with an internet site and Facebook page and "dedicated to spreading happiness and smiles, one flower at a time." Leaving the little bouquets here and there certainly resulted in some good public relations and brought in new customers for Rakini's two shops—and what's better than doing that while you spread happiness at the same time?

* Do you have a story about a program or promotion that has worked for you? If so, write us at newsletter@teleflora.com. Include a photo if you have one. If your story is featured in MyTelefloraNews, you will receive a \$100 American Express Gift Card!