

myteleflora

{news}



special edition!
make someone smile® week
2013

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Make Someone Smile® Week 2013

We all lead such busy lives that sometimes we forget what a simple gesture can do to change someone's day. Many of you were recently reminded of the impact you can have in someone's life by handing them a bouquet of flowers.

I am happy to report that another successful Make Someone Smile® Week is behind us. From July 21-27, over 1,000 florists and volunteers delivered more than 21,000 Be Happy® Bouquets. I would like to extend a big thanks to all the Units and florists who continue to make this program such a success. It's amazing to think about the time and effort that went into designing all those bouquets and the number of smiles received because of it.

Speaking to a reporter about his Make Someone Smile® Week deliveries to a nursing facility in his area, William McPhail, president of the North Carolina Unit of Teleflora, said, "When you see the smiles of the people who receive these flowers, it just makes your day. It's very rewarding."

The experience can be even more rewarding for those of you with a personal connection to a facility. First-time participant Dawn Acklin, of Floral Creations by Dawn in Titusville, Fla., selected an assisted living facility as a way to thank them for the wonderful care her mother received.

A huge amount of gratitude also goes to Rich Salvaggio, Vice President of Industry Relations and Floral Publications, and the Industry Relations group at Teleflora. Special commendations go to team members Donna Nelson and Lottie Slovacek, who distributed all the collateral materials to the Units and helped assemble bouquets here in Los Angeles. Additionally, our communications team from Teleflora headquarters supported many of you in generating positive stories about your efforts.

All the smiles and praise for the flowers seem to be a universal theme for all involved, so it's easy to understand why Make Someone Smile® Week continues to be a favorite among participants. Florists have a unique opportunity to be a part of special moments in customers' lives, and this week provided many of those moments, with so much unexpected happiness going to those who could really use it.

When you look back on the past 13 years, it's amazing to think that you have delivered more than 250,000 smiles across the country. Therefore, whether this was your first or 13th year making people smile, I want to extend my thanks one more time to all the Units and florists for taking time out of your busy days to bring joy to members of your communities. I look forward to more smiles next year!

Sincerely,

jeff bennett (president of teleflora)

upcoming classes:

EVERYDAY DESIGN: YOUR SIGNATURE STYLE

with Vonda LaFever AIFD PFCI
OCTOBER 6-9, 2013

To register,
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Teleflora's
Uniquely Chic Bouquet
T47-3A



teleflora tip!

UGlu has become like a second pair of hands for a lot of designers, including Hitomi Gilliam AIFD, one of Teleflora's Education Specialists. UGlu is so handy for attaching things securely, yet without damage to the surfaces you're working with. Often, says Hitomi, all you need, or want, is a sliver of UGlu—as little as one-quarter of a UGlu Dash. Snip the sliver off with titanium-coated, non-stick scissors, she suggests. Then use it as needed—for example: when you're making a design that features a trellis (a great way to add height and "garden" style to designs) out of bamboo or rivercane. Rivercane is affordable, available, and attractive—but it's also slick and thus challenging to attach to itself in a way that won't slip. Pre-stick two stems of rivercane together with just a tiny bit of UGlu—then add Bindwire. You have just made a binding point that is three times as secure as with Bindwire alone. You can also use UGlu to try out different possible binding points before you finalize the attachment with Bindwire.

Tips like this one, and so much more, can be picked up at educational programs sponsored by Teleflora all across the country. To learn more, visit the Floral Event Calendar in the Design & Education section of MyTeleflora.com.



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

2013 doodle contest winner!

Need a smile? Imagine this little puppy saying “ruff ruff” and you’ll grin from ear to ear! Of the many imaginative and incredibly diverse doodles that florists sent in to this year’s Make Someone Smile Doodle Contest (for a sampling, see page 7 & 8), this one got the highest votes from our judges. It comes from Laura Holben at **Throop Florist** in Tucson, AZ.

Congratulations to Laura and thanks to all those who shared the wild smile-inspired imaginings of pen and pencil on paper!



You'll see this little puppy next year as part of the Make Someone Smile Week 2014 logo!

myteleflora news is going digital!

Beginning in October, MyTeleflora News will be available in an all new digital platform where you’ll enjoy these benefits:

- **It'll be portable.** View the issue on your favorite iOS and Android devices.
- **It'll be lively and interactive.** Our new issue will offer rich media options.
- **It'll be green.** We'll save paper, ink, and gas by not producing a printed version.



Check back next month for our new and improved platform!

a word from tom

when florists join forces, we can really make a difference



If you're one of those many florists who engage in philanthropic projects of various kinds, working independently within your own community, you know how rewarding it can be—and also how challenging. One of the things that always impresses me about Teleflora's Make Someone Smile® Week is the key role that teamwork plays in the success of each local project.

True, every year a few Teleflora Unit board members, especially those who are geographically isolated, participate in Smile Week basically on their own. They take on the task of creating and delivering arrangements to a nursing home or hospital with help just from their own staff, and maybe from family members, even local scouts or other volunteers. Kudos to them!

But many others have discovered through this project what a joy it can be to join hands with other florists in reaching out to share the power of flowers—how motivating and satisfying. Many hands make light work—and many hearts joined together forge a strong bond.

Florists have a long tradition of working together with their “competitors” for the good of the industry—a tradition with its roots in the wire-service network. Thanks to our hard-working Unit Program volunteers, Teleflora continues and strengthens that tradition. Make Someone Smile® Week is one of the most impressive examples we have of “strength in numbers”—and not only strength, but inspiration, fellowship, and the power to make people smile.

Tom Butler

tom butler {chairman of teleflora}

smiles from all over

These are just a handful of the many Make Someone Smile® Week projects that took place across North America this summer. Thanks and congratulations to all who took part!

arizona

Loud applause greeted members of the Arizona Unit board at the Adult Day Health Care Center in Tempe, AZ, where they delivered 96 mugs filled with flowers donated by wholesaler AFX in Gilbert, AZ.



arkansas

Arkansas florists participated in Make Someone Smile® Week in several locations including Ashton Place Health and Rehabilitation in Barling, AR, where 130 arrangements were delivered by gracious volunteers.



big apple

Board members with the Big Apple Unit distributed smiles at the North Shore Extended Care in Manhasset, NY.



colonial virginia

At Lake Taylor Transitional Care Hospital in Norfolk, VA, volunteers delivered 100 mugs filled with fresh flowers, donated by Roy Houff Company, and 80 mugs filled with plants, donated by Claymore Sieck Wholesale and White's Nursery Garden Center. The Unit also delivered arrangements to Marian Manor Retirement Community in Virginia Beach.



indiana

Residents at the Medco Health Nursing and Rehabilitation Center in French Lick, IN got their share of smiles, thanks to florists from the Indiana Unit.



michigan

Among those who made Smile Week deliveries in Michigan, Michigan Unit Secretary Dave Pinchock visited the YWCA women's shelter, where this photo was taken, along with three other facilities. Good going, Dave!



new england

On a Thursday morning during Smile Week, all 100 residents lit up with smiles at the Forest Lane and Forest View apartments provided for low-income elderly housing by the Grafton Housing Authority in Grafton, MA. "Special thanks to Teleflora and to Delaware Valley Wholesale in Cromwell, CT for their donations and support for this annual benevolent project," writes New England Unit past president Beverly McClure. The Unit made deliveries at two other locations as well—including one to a blind recipient who enjoyed feeling and smelling the flowers.



northern california – nevada

"Make Someone Smile® Week was fabulous and I really enjoyed being a part of it," writes Unit vice-president Nita Robertson, who had help from her five-year-old son delivering flowers to Pacific Coast Manor nursing home in Capitola, CA. Flowers were donated by D'Lite House, Kitayama Brothers, and United Wholesale. The Unit made deliveries in two other locations as well.



oklahoma

Delivering to homebound seniors getting Meals on Wheels and to a nutrition center in Watonga, OK, Jan Wear got help from two Cub Scouts and her five-year-old daughter. "It's amazing how much the kids and the flowers brighten up their day," writes Jan. Volunteers with the Oklahoma Unit also covered several other locations.

south texas

With flowers contributed by Taylor Wholesale and L&G Wholesale, and plants from Weatherford Farms, the South Texas Unit delivered smile mugs to each resident's room at La Porte Care and to Parsons House, retirement homes in La Porte, TX. The Unit delivered about 100 arrangements altogether in La Porte.



upstate new york

"We made 276 people smile," writes Rodney Johnson of deliveries to the Livingston County Center for Nursing & Rehab in Mount Morris, NY. "All the board members love this project. I believe it is one of the best things we do all year." Flowers and hard goods were donated by several local wholesalers including BW Wholesale, Empire Wholesale, Siecks Wholesale, Maple Grove Floral, and Floral International.

western pennsylvania

Along with flowers, Sue Smith and her fellow volunteers deliver songs! As a chorus, they perform for an audience that returns enthusiastic cheers at the end of each song. Talk about making people smile! The Western Pennsylvania Unit covers more than one location, including the Sunrise Nursing Facility (also pictured).



wisconsin – upper michigan

With a total of 40 volunteers helping out, and donations from seven different wholesalers, the Wisconsin – Upper Michigan Unit was able to deliver flowers to three nursing homes and to every single patient—all 672 of them—at the Milwaukee VA Medical Center.

teleflora florists in the news for mssw

Time and talent were donated the third week in July as more than 1,000 florists and volunteers around the country designed and delivered more than 21,000 Be Happy® Bouquets to unsuspecting recipients in their communities as part of Make Someone Smile® Week! The annual tradition is now in its 13th year, but florists and volunteers still get a joy walking into a hospital or nursing home with bouquets full of yellow roses and daisies—and the Teleflora PR team continues to enjoy helping spread the word to local newspapers and TV stations touting our florists' hard work and dedication.



Florist delivers bouquets and smiles Titusville, Fla.

For years, Dawn Acklin of **Floral Creations by Dawn** in Titusville, FL, wanted to participate in the program, but it never worked out. This year was different: Working with Teleflora's North Florida Unit, Dawn along with family members and employees delivered over 200 smiles to various assisted-living facilities in her area. Reporter Scott Gunnerson with *Florida Today* followed Dawn on one of her deliveries. "People are so receptive," Dawn told Scott—



some smiled, and some cried. Dawn had such an amazing time that she has already started planning next year's program.



Terri Alvarez of **Forest Lawn Flower Shops** in Los Angeles is usually in the back of her shop designing flowers, but the day after her deliveries on behalf of Teleflora's L.A. Coastal Counties Unit to the Veterans' Hospital in Long Beach, she was upfront and greeted with a surprise of her own. Two veterans stopped by the shop to thank her for the deliveries and to express how appreciative they were for her Make Someone Smile® Week efforts. They had read about Terri's efforts that morning in the *Long-Beach Press Telegram* and wanted her to know how they felt. Additionally, *La Opinión*, the area's Spanish-language paper, interviewed Terri at Teleflora headquarters in Los Angeles and snapped photos as she designed bouquets. A photographer from the Orange County edition of the *Daily Breeze* also followed Terri and captured the smiles on residents' faces as she made the rounds at the Cypress Senior Center.

La Opinión Daily Breeze

For Sherry Moon of Buckhead Wright's Florist in Atlanta, GA, Make Someone Smile® Week has become a tradition. Sherry has delivered thousands of bouquets over the past 12 years for Teleflora's Georgia Unit, and this year she returned to the Shepherd Spinal Center. Sherry initially selected this facility because of the wonderful care her nephew received following a motorcycle injury a number of years ago. Due to the overwhelming enthusiasm from the patients and hospital staff for the bouquets last year, Sherry knew she had to return. This year, with 150 Be Happy® Bouquets and a group of volunteers, Sherry spread smiles throughout the facility. *The Atlanta Journal Constitution* and *The Neighbor Newspaper* sent photographers and captured the appreciation from everyone Sherry encountered. Additionally, the local FOX and CBS affiliates interviewed and captured footage of Sherry making the rounds.



A big gift of flowers

Sheldon Thomas talks with florist Sherry Moon as she brings flowers Tuesday to Shepherd Spinal Center for Make Someone Smile Week. Local florists gave 150 patients at the center flowers from Teleflora and Buckhead Wright's Florist. PHOTO: J. JOHNSON / AJC.COM



Watching the residents light up is why Renee Tucci, Penn Jersey Unit president and floral manager at Rhoads Garden in North Wales, PA has delivered to the Foulkeway Retirement Home for the past three years. To capture Renee, local Girl Scouts, and other florists designing more than 540 Be Happy® Bouquets, the local ABC station sent a camera crew to her shop! Also, local papers—*The Reporter*, the *Times Herald* and *Montgomery Media*—joined forces and sent a reporter and photographer to the Foulkeway Retirement Home to interview residents and capture their expressions as carts of Be Happy® Bouquets were wheeled around and passed out during lunch.



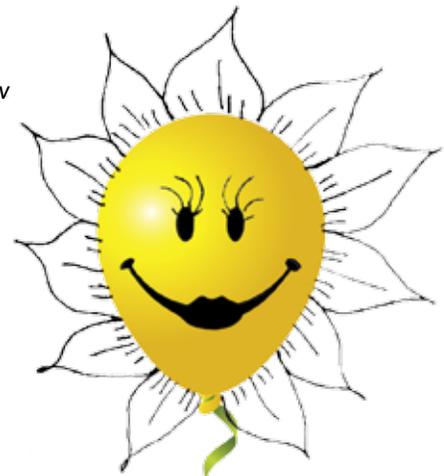
For the past eight years, Diana Criger, president of the Lewis & Clark Unit, and her sister Helen Gunther of **Flowers-A-Plenty** in Springfield, MO have delivered hundreds of Be Happy® Bouquets to recipients of meals-on-wheels. This year, Diana and Helen wanted to do something a little different. In addition to the more than 600 bouquets delivered to meals-on-wheels recipients, the sisters along with a group of florists

and local volunteers descended upon the pediatric units at Cox South and Mercy hospitals and delivered flowers along with stuffed animals to the kids and nurses. Along for the ride were photographers and reporters from the *Springfield News Leader* and the *Community Free Press* who captured the joy on the children's faces. In addition, the local CBS and Fox stations interviewed Diana and captured her deliveries into patients' rooms.



mssw 2013 doodle submissions

During the month of July, in Teleflora's weekly email newsletter, the Make Someone Smile® Doodle Contest invited florists to add their own happy doodles to a notepad imprinted with the official Smile Week balloon. Below are just a few examples of the many clever entries we received. Check out page 2 to see this year's doodle contest winner!



Even more great doodles on the next page!

more mssw 2013 doodle submissions

