

myteleflora

{news}



increase orders beyond
Mother's Day!
{pg. 7}

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theMARKET by teleflora

To help you keep up with the ever-changing retail environment, Teleflora continually looks for better ways to serve our members. Last year, we introduced theMARKET, which offers easy online shopping and unbeatable prices. Any time of day, florists can save not only on everyday purchases, but on high-end, specialty and add-on items to increase sales and profits.

Jennifer Kelly, Operations Manager of **Stein Your Florist Co.** in Burlington, NJ appreciates the convenience theMARKET provides. "We keep long hours, so I value being able to order product whether it's late at night or early morning."

theMARKET was created specifically for you, and you can expect continued enhancements to better address your needs. In fact, based on your feedback, we are thrilled to announce a wide variety of new products from the following companies:

- **Fitz Design:** Offers a wide range of stylish, colorful and high-quality floral accessories like flower bracelets, boutonnieres and floral jewelry.
- **Gund:** Premium supplier of high-quality, soft and huggable plush.
- **Patrician Candles:** Supplier of quality candles including floating candles, decorative wedding candles, metallic candles, pillars, votive and hand-dipped taper candles.
- **Lion Ribbon:** Leading supplier of ribbon servicing the floral industry.

Speaking of add-ons such as candles, plush and chocolates, theMARKET is the perfect place to stock up on those items. Add-ons can help increase your average order value and are also a great way to upsell walk-in customers. And Mother's Day is right around the corner, so don't forget to stock up on codified product.

Stems&Bunches is another convenient resource for Mother's Day, and now is the perfect time to order your flowers. Stems&Bunches prices are similar to what's available locally and offer the highest quality flowers at the most competitive prices. Lynne Pohrman, owner of **Portland Florist Shop** in Portland, OR, can attest to the quality of flowers from Stems&Bunches: "I was hesitant at buying flowers from the company, but I decided to try it and was very pleased with the results. The product is always fresh and arrives in a timely manner."

theMARKET is continuing to evolve, so please continue to provide feedback on ways we can make it better for you. If there is anything specific that you would like to see offered, please let us know. In the meantime, if you have any questions, you can contact theMARKET by calling 800.794.8288 or online at themarket.myteleflora.com.

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

WEDDING PROFESSIONAL

with John Hosek AIFD PFCI
JUNE 9-12, 2013

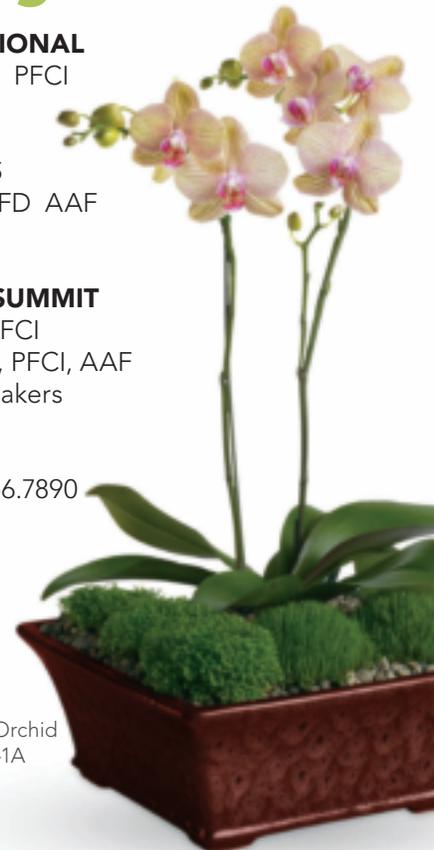
EUROPEAN TRENDS

with Els Hazenberg AIFD AAF
JULY 21-24, 2013

BUSINESS SMARTS SUMMIT

with Paul Goodman, PFCI
Marie Ackerman AIFD, PFCI, AAF
And special guest speakers
AUGUST 4-7, 2013

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



Divine Orchid
T99-1A



teleflora tip!

How do you keep your drains from getting clogged up with floral debris, when you're constantly emptying buckets into them that are full of loose leaves, twigs, and petals? Here's an idea

from Teleflora Education Specialist Tim Farrell AIFD, AAF, PFCI:

At Tim's shop (**Farrell's Florist** in Drexel Hill, PA), they use stainless-steel mesh waste paper baskets (available at office supply stores). "These are the perfect portable strainers to use when emptying flower buckets into the sink," says Tim. "The mesh catches all of the debris and leaves from the buckets. The baskets are easily dropped into almost any size sink. They have totally eliminated the clogged drains that used to plague our shop on a regular basis."

Tips like this one, and many more, are shared at the educational programs organized by Teleflora Units all across the country. The programs are inexpensive and open to all florists. For more information, visit www.MyTeleflora.com, or check the blue pages of your Resource Guide.

get
involved!

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

design: the art and the science

Every designer's journey is unique. Some are inspired by bold color or architectural forms and incorporate them into their designs. Still others let the materials speak to them as they create a floral bouquet using their gut instinct. At some point, most designers want to know how their instincts, skills and techniques measure up to others. So they embark on a path to understand design more deeply—and to see their own work from an informed, objective point of view.

For the fourth consecutive year, the Teleflora Education Center hosted its annual Testing, Testing...1,2,3 class in mid-March—a class designed to teach the difference between commercial design and evaluated design. Participants from 11 states attended the hands-on class and were given personal coaching from instructor Kevin Ylvisaker AIFD and Marie Ackerman AIFD.

Many of the participants are seeking state or national certifications. Some are looking for a competitive edge when participating in state or national contests. Everyone learned how to better view their own designs by taking a step back and analyzing the work of others.



wedding wow in the latest issue of **Flowers &**

Design ideas and techniques for six gorgeous weddings—from bouquet concepts to coordinating floral décor for church or reception—fill a lavish 24-page feature story in the current issue of **Flowers &** magazine! Also included in the issue is a report on garden roses, a grower profile, and smart advice about using Pinterest to build your wedding business. Even if you're not a subscriber, you can find how-to's and other content posted online at www.flowersandmagazine.com. Check it out!

a word from tom

how do you prepare for all the orders that come in late?



Successful florists like Tim and Nancy Galea are aware of the trend toward customers ordering closer and closer to the big holidays—and have found ways to cope. Tim and Nancy own **Norton's Flowers and Gifts** in Ypsilanti and Ann Arbor, MI, named Retailer of the Year at this year's Michigan Florists Association convention in Grand Rapids.

As I talk with florists around the country, I notice more and more of them reporting the same trend: for big holidays like Mother's Day, customers are placing their orders later and later, closer to the holiday itself—and still expecting to get them filled.

Maybe it's the competition from other retailers that offer speedy delivery service off the internet. Maybe people are just busy. Whatever the reason, the trend is real and poses a challenge to florists, who have to be prepared for a possible onslaught of last-minute orders.

There are basically two ways of coping with this trend, as Tim Galea of **Norton's Flowers and Gifts** in Ypsilanti, MI, confirms. First, you can try to buck the trend. "We have an extensive email campaign, anywhere 7 to 10 days prior to the holiday, where we offer customers an incentive to order early," says Tim. "It could be a discount or free delivery if they order by a certain date."

But there's only so much you can do to change customer behavior. "The bigger part of the plan at Norton's is, we assume we're going to get the orders," Tim says. "Year-to-year records allow us to gauge pretty accurately what our volume will be. So it comes down to, 'Make it and they will come.' " Keeping good records and planning ahead with confidence: that has always been the strategy that savvy florists rely on (and with today's POS systems from Teleflora, it's easier than ever). Here's to the success of that strategy this coming Mother's Day.

Tom Butler

tom butler (chairman of teleflora)



news from all around!



a cut above

Lots of people collect autographs from celebrities—but Alan Masters of **Compton's Florist** in La Porte, TX had the fun idea of collecting design knives, each one signed by one of the Education Specialists on the Teleflora team. As secretary for the South Texas Unit and an active volunteer who goes out of his way to help behind the scenes, he's in a good position to keep adding to his collection. "My dad builds little cabinets for collectors, so I got him to build me one," says Alan. Looks like you might need a new cabinet before long there, Alan—10 more Ed Specs to go!

those amazing michiganders

Teleflora members received numerous honors at this year's convention of the Michigan Floral Association—one of the most active and energetic state floral associations in the U.S. Among the florists who were recognized, and their awards, were: Robbin Yelverton AAF, AIFD, CF, PFCI, of **Blumz by JR Designs** in Ferndale and Detroit, MFA Design Contest Academy Winner; Doug Bates CF of **Designs by Vogts** in Sturgis, Young Person of the Year; Keirsten Schulte of **Eastern Floral & Gifts** in Grand Rapids, Retail Employee of the Year; Deb Patterson of **Patterson's Flowers** in Big Rapids, 2013 Special Recognition Award for exemplary dedication to the association; Jerry Baker CF of **Wesley Berry**



Flowers in Detroit; and last but not least, **Norton's Flowers & Gifts** in Ypsilanti (for a photo, see "A Word from Tom," page 3). Meanwhile, the association gave a Lifetime Achievement Award to Teleflora's Kathy Petz, for her outstanding service to the association and to the industry.



rockin' in dayton

In February, top member Mimi Combs of **The Oakwood Florist** in Dayton, OH was one of nine Teleflora florists who delivered a \$15,000 diamond necklace along with the Heartstrings Bouquet to a lucky customer in the "Love Rocks" sweepstakes. Last month, she got a congratulatory visit from Teleflora chairman Tom Butler. A happy eFlorist customer, Mimi offers her shop as a drop-off location for a charity called Clothes That Work (www.clothesthatwork.org), which provides professional clothing along with image counseling and training for job seekers in need of assistance. It's a great cause!

mornings with Waneita

"It's always a treat when you get a personal phone call from the news anchor on your local TV station, asking you to be a regular on the morning program!" says Waneita Bovan of **June's Floral Company** in Mt. Morris, MI. It all started when NBC25, responding to a press release, decided to cover Operation Cupid, in which June's worked with the Patriot Guard Riders to send flowers to the loved ones of soldiers deployed overseas. Anchorman Joel Feick found that Waneita had a lively, camera-friendly presence on TV; her most recent appearance on the show was on March 21, sharing tips with viewers on bulb flowers. "We're building a nice relationship," says Waneita, who is the current Teleflora Michigan Unit president. It's not just good for June's—it's good PR for flowers and professional florists.



that's how many roses?

On a visit to **Le'Vans Flowers** in Tulsa, OK this February, Teleflora's Suzi Lawrence discovered that for Mary Lee Evans—known and loved by many florists and designers, including her AIFD "family"—this was her 51st Valentine's Day in the floral industry! "Let's just call it 50," said Suzi. "No," said Mary Lee, "at my age, every year counts—and 51 Valentine's Days is a big amen!" Congratulations, Mary Lee!

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

top members from all around!



ohio

Top Buckeye florists include Tom Hamilton, Peg, Mary and Karen of **Beavercreek Florist** in Beavercreek; Jeff Schneider of **Far Hills Florist** in Centerville; Betty Greene of **Greene's Flower Shoppe** in Cincinnati; Kathy and Bill Ardle of **Schneider Florist** in Springfield, a top 250 shop in business for 47 years; Mary June and Kassie of **Tipp City Florist & Garden Shop** in Tipp City; and Helen Wickline (at right in the photo) of **Wickline's Florist & Greenhouse** in Xenix, open since 1967.



arizona

It takes a team to make the Teleflora Top 250! The lovely ladies of **Lady Di's Florist** in Lake Havasu City include, above from left to right, Sue Schipper, owner Sharon Hyde, Lori Friesz, and Dawn Scott.

oklahoma

Some of Teleflora's top members in Oklahoma were presented with plaques at this summer's state florist convention. They include Gaylyn Wattman of **Mary Murray's Flowers** in Tulsa (seen here with Teleflora's Darrell Housden and Suzi Lawrence); Greg Davis (in red, below) of **New Leaf Floral** in Oklahoma City, who also received a plaque honoring the shop's 25th anniversary; and Jeff and Jean



Whitley (with designer Ronn Doby right behind them) of **Neal and Jean's Flowers & Gifts, Inc.** in Sapulpa.



utah

Teleflora thanks top members in the Beehive State: Marci Rasmussen Eggett of **Especially for You** in Salt Lake City, with Christy Carver, Roxanne Robinson, and Katie Harrison; Jerry Rose of **Hillside Floral**, also in Salt Lake, with Melissa Crane and Jasmin Lazalde; and Brad and Rula Bullock of **Vernal Floral** in Vernal, with Jenn Pope, Wendy Morton and Cessi Caldwell.



california

Among top members in California is **Poway Country Florist** in Poway, represented here by owner Marie Gregory and designer Debbie Lee.



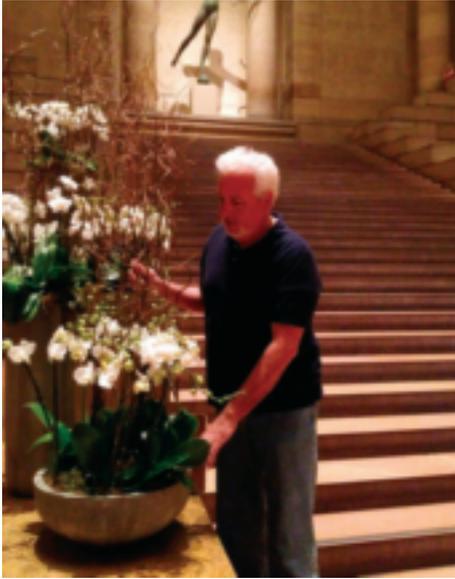
new york

A top member for three years in a row, Joe Lodovico of **Harrison Flower Mart** in Harrison, NY has the plaques to prove it.

oregon

Who's tops out west? In the Beaver State, outstanding Teleflora members include Doris Dilday, owner (second from left) of **Donner Flower Shop** in Bend, pictured with staff members including Archie the dog; store manager Rachel, accepting a plaque for **The Flower Shop** in Portland; and the folks at **VanKirk's Florist**, also in Portland, ready for the holiday season!





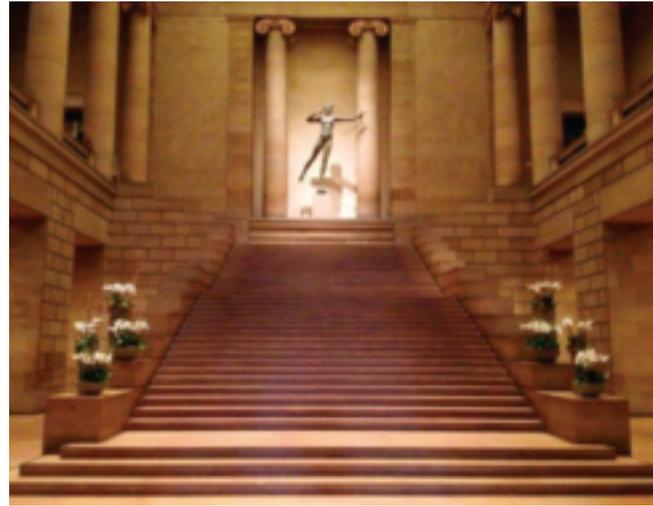
flowers for art's sake

During a clear but chilly night, more than 700 members of the Young Friends of Philadelphia Museum of Art recently donned their best formal attire in honor of "Great and Mighty Things: Outsider Art from the Jill and Sheldon Bonovitz Collection," a promised gift to the museum of more than two hundred works by self-taught artists. The



night was accentuated with VIP tours, fabulous food, music and an exciting raffle and silent auction. Funds raised will support the Young Friends' mission of art acquisitions, conservation, and preservation of works in the collections, as well as educational and outreach programming.

As the official floral sponsor, Teleflora worked with member florist Tim Farrell of **Farrell's Florist**. Tim's team themed the event around white phalaenopsis orchids, based on input from the artists, who wanted very simple flowers, preferably in white. The elegance of the orchids was juxtaposed with rough-hewn pottery vessels. On the tables, double spikes of orchids nestled in graphite-colored vases with a textural finish, reminiscent of lava rock. For the grand staircase, eight various-shaped oversized containers were filled with phalaenopsis plants and curly willow accents. All in all, over 100 orchid plants filled with banquet area.



increase orders beyond mother's day

Next month, you'll deliver beautiful gifts to hundreds of happy moms. You can extend the joy and earn yourself some new business using two of eFlorist's most successful offerings: Bonus Blooms and the Online Search Marketing Program.

Bonus Blooms is a sweepstakes program designed to turn flower recipients into buyers. It's simple:

1. Recipients get an enclosure card with a game code when their bouquet is delivered.
2. Recipients enter their game code in a special Bonus Blooms section of your site.
3. Winners receive prizes you determine: gift cards, a free bouquet or other prize.
4. All participants are given the option to subscribe to your marketing emails, whether or not they have a winning code.

That's all there is to it, and if you activate it now, you can take advantage of Bonus Blooms for Mother's Day! For complete instructions and enclosure cards, go to eFloristUniversity.com. If you have any questions, you can also contact eFlorist Support at 866.983.3932 or eflorist@teleflora.com.

Another way to attract new customers is by advertising in Google's search results pages. When a person uses Google to search for something, Google looks for sites that relate to the words used in the search and offers up matching results. Some of those results are sponsored (i.e., paid advertisements). Teleflora offers individual shops the ability to appear in those sponsored results for a low monthly fee and zero hassle through the Online Search Marketing Program. There's no need to research keywords or track bids. We handle all of the work so all you have to do is take the orders. You can even track the number of phone calls and orders your ad generates using eSAT! For more information about this program, contact one of our Online Marketing Specialists at 800.453.6502 or onlinemarketing@teleflora.com.

create a new baby display

Divide your display space in half. Dedicate one side to baby boy and the other to baby girl merchandise. Include gender-appropriate plush and trinkets on the corresponding sides of your display.

Make sure your display includes arrangements for:



Baby

Arrangements are generally smaller and designed in a keepsake container. May include a bear attached to the vase or small baby-themed trinkets.



Mom

Large, lush and luxurious. Customers will want to indulge, surprise and delight their favorite mom.



Don't forget Dad!

Congratulate dad with a fun arrangement. Any car or sports-themed arrangement is sure to put a smile on Dad's face!



what you need to know about pci dss

The Payment Card Industry Data Security Standard (PCI DSS) is a set of requirements designed to ensure that all companies that process, store or transmit credit card information maintain a secure environment. That means you! Compliance with PCI DSS means that a shop's systems are secure and customers can trust their sensitive information with a shop. These standards are set in place to help prevent security breaches and theft of credit card information. Maintaining compliance also helps to determine whether or not any changes are necessary to the business's computer infrastructure. PCI DSS compliance is an ongoing process that affects day-to-day business practices. Maintaining compliance helps prepare for policy changes or other regulations that may come about in the future. Failure to meet the standards means that customer data could be compromised. Even one incident can severely damage a business's reputation and its ability to conduct business. Security breaches result in fines and lawsuits that can wipe out a business.

But PCI DSS affects more than just policies regarding credit card information. It touches on a company's business policies, including the choices made when hiring or terminating employees. It covers things like background checks on employees that will work with credit cards, security awareness programs, and revoking access for any terminated users. Each employee needs to have a separate login to any system they may use.

PCI DSS covers a lot more than this. It's a good idea to read over all the requirements for PCI DSS to be up-to-date with the latest policies and procedures. Visit www.pcisecuritystandards.org for more information on how to protect your shop.

marketer of the month



in reaching out to brides, branding is critical



Photography by: Morgan Lynn Photography.

With so much competition for wedding business these days, it's more important than ever to establish your professional credibility right at the start, says Coby Neal AIFD of **The Flower Studio** in Austin, TX. In Austin, The Flower Studio has a solid reputation—but Coby is also going after destination weddings, which are a big part of his market. In that regard he's found Teleflora's partnership with The Knot particularly valuable. The program has multiple facets and benefit—only one of which is a vendor profile on theknot.com.

"It's very user-friendly and makes it easy to get good reviews from our former brides out there," says Coby. (Of course it helps if, like The Flower Studio, your shop receives one of The Knot's "Best of Weddings" awards. "They provided us with a badge that goes on the front of our website, and when our client base sees that, they know we're on top of something," Coby affirms.) One key to making the most of the program, he finds, is to constantly update your profile, like your website, with new photos: "When we meet with a bride, we get the names of all the other vendors, and we reach out to the photographer. We're careful to get permission to use photos, to give them credit and promote them—because, while you don't need a lot of photos, you need professional quality." Altogether, says Coby, "this is probably the number-one best way to get to brides." Check out how well it works for The Flower Studio at www.cobyneal.com.

* 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!