

## Marketer of the month: McCool Florists in Dana Point, CA

Cathy McCool of **McCool Florists in Dana Point, CA** was looking for ways to connect with her community, gain visibility for her shop and increase profits. Five years ago, she teamed up with the Dana Point High School dance team to help them raise funds at their dance performances. She sold the team wrapped gerbera daisies and wrapped roses for them to resell at a small markup to parents and friends on performance night.

How did she do it? She worked on the honor system, providing the dance team with the flowers and receiving her money after the fact. Here's how the sales worked:

	Wholesale Price	Florist Price	Dance Team Price
Gerberas	\$0.60	\$2	\$3
Roses	\$0.50	\$3	\$5

It was a win-win situation as Cathy made her usual profit and the dance team was happy making a few dollars from each flower sold. It was a win for the parents too, since those who arrived empty handed now had something to give their children.

This "small" program has blossomed into 400-500 orders per dance, three times per year for McCool Florists. Cathy now sells flowers for all the high school's plays and musicals. For

graduation, she not only sells wrapped flowers but also flower leis, a Dana Point High School tradition.

Thanks to this program, Dana Point parents have gotten to know McCool Florists over the years. They think of the shop as a family-oriented business that cares about the community. Cathy has created an ongoing relationship with the parents and students that begins with the sophomore dance and continues through graduation.

Cathy notes that "many florists don't like high-school business because it is so labor intensive. The dance days are like mini holidays with so many orders. I believe in being entrenched in the high-school business because it gets me entrenched with the families. Then you become their destination for all their floral needs—birthday, anniversary, wedding, funeral and other floral gifts."

We hope that you enjoyed reading about Cathy's program and that it will inspire you to create programs that will help build your business. Maybe you have your own story about a program or promotion that brought consumers into your shop. If so, please write us at [newsletter@teleflora.com](mailto:newsletter@teleflora.com). If your story is picked to be featured in MyTeleflora News, you will receive a \$100 American Express Gift Card. 🌸



*Cathy McCool (below) and the team at McCool Florists have turned a fundraising program providing flowers for the local high school into a successful community relations tool.*



## Be our Marketer of the Month and win \$100!

We're looking for a few good ideas—ideas that member florists have actually put into practice. Do you have a story about a program or promotion that brought consumers into your shop and boosted your bottom

line? If so, please write us at [newsletter@teleflora.com](mailto:newsletter@teleflora.com). Include a photo if you have one. If your story is picked to be featured in MyTeleflora News, you will receive a \$100 American Express Gift Card! 🌸

# myteleflora news

DECEMBER 2008

## Teleflora's 75th anniversary: "For the florist" since 1934.

With the holiday season in full swing, I know you're hard at work and pressed for time.

It remains to be seen how the retail sector will perform this season, but it's my hope that consumers will continue to tap the decades-long tradition of floral gift giving during the holidays.

I'm also hopeful that our unique holiday promotions will bolster your sales. As you know, choosing a floral centerpiece as a gift for a family is a great value because lots of people will have the chance to enjoy it. When you reach out to customers, it's worth reminding them of that benefit.

Looking back at the year as a whole, I'm heartened by the success of Diamonds & Roses and America's Favorite Mom. Additionally, Teleflora has made marked progress in growing consumer business as well as building and maintaining operational excellence.

As you probably know, next year we celebrate the 75th anniversary of Teleflora. It's also the 30th anniversary of ownership by Stewart and Lynda Resnick.

Since 1934, when Edwin S. Douglas founded Telegraph Delivery Service, the predecessor of Teleflora, we've supported our network and pledged to customers that our local florists will deliver the freshest flowers for every single order.

Though clearly our business has undergone major transformation, some things haven't changed, such as that commitment to quality and Douglas' declaration that his organization would be "for the florist" and not "of a few florists."

We are still the only major wire service where 100% of our orders are filled by a local florist. Our competitors are your competitors—they collectively drop ship more than \$500 million worth of orders a year, which completely bypass the local florist. We will continue to do everything we can to keep the retail florist as healthy as possible—especially in these tough economic times.

Heading into 2009, a key strategic objective is identifying ways for our florist network to flourish. This goal informs all of our efforts and, as always, we're dedicated to providing first-rate products, services and programs to help you run your business. A robust florist network is the platform for any and all future success.

We're also creating promotions and formulating public relations outreach in honor of this important milestone. I will share details on that front as soon as they are finalized.

If you haven't already, I hope you'll consider our educational offerings for next year and remember that, as the industry leaders in technology, we can assist you in implementing systems to drive efficiency and cost-effectiveness.

I look forward to 2009, commemorating our 75th anniversary and celebrating all of your contributions, past, present and future.

Best wishes for the season. 🌸

Shawn Weidmann  
is President of Teleflora.



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**Serving Niagara Falls since 1888!**

That's 120 years in business for **Dobbie's Florist in Niagara Falls, Ontario, Canada**. A Teleflora member early on, the fourth-generation florist was founded by John Dobbie, an immigrant from Scotland, back in the days when most florists grew practically all their own flowers. John's great grandson and his wife, Bruce and Brenda Vandersluys, are the current owners. The photo above was taken at an open house celebration earlier this summer. Heading up the row of celebrants is none other than, at far left, Rob Nicholson, the MP representing the riding of Niagara Falls and the minister of justice and attorney general of Canada! Next to Nicholson is Joan Vandersluys (Bruce's mother), Brenda, Sally Hastings (a granddaughter of the founder), Bruce, Kim Craitor, MPP (member of the provincial parliament) for Niagara Falls, and Ted Salci, mayor of Niagara Falls.

**The Century award**

**Eitel's Flowers and Gifts of Greencastle, IN** was likewise honored by high-ranking politician on the occasion of its anniversary when, on October 1, Indiana governor Mitch Daniels



presented Eitel's with a Century Award. "Home-grown Indiana companies like these provide the stability and longstanding community involvement that typifies our traditional Hoosier values," said Governor Daniels. Owner Ken Eitel, Jr. is a direct

descendent of the founders, German immigrants John and Anna Marie Eitel. Ken and Jacqueline Eitel purchased the family business in 1981; before doing so, Ken went outside the floral industry to gain experience in retail sales, management, and advertising at a home furnishings business. Today Ken, 62, continues as the principle partner while Jenny Sullivan serves as general manager. Teleflora's marketing counselor Don Ball (left in the photo) stopped by to deliver a congratulatory plaque to Ken; behind them is a photo display of the shop's history.

**20 years of community involvement**

"I can't believe how quickly the time has gone by!" says Susan Lockner, owner of **Black-Eyed Susan's Florist in Barnegat, NJ**, which recently



embarked on its 20th year of business. The shop has evolved during the 20 years: It started out in a strip mall, then moved just a quarter mile away in 2002 to its current location bordering two New Jersey communities, Barnegat and Waretown. "We have always had the best of both worlds, supporting both those communities and more for the past 19 years," says Susan. Certificates and thank-you notes from over the years are proudly placed in the shop for all to read, from Ocean County organizations ranging from Big Brothers and Big Sisters to veterans' organizations and the Barnegat, Waretown and Manahawkin school systems. "We're extremely grateful to be able to work, shop and raise our families in this area," says the shop's manager, Carol Speller. Pictured in the photo are all of the "BES girls": from left to right, Carol R., Mary, Josie, "black-eyed Susan" (in the center), Marilyn, Carol Speller and Karen.

**Lining up for décor**

It was early in the season for an open house, but **Penny & Irene's Flower & Gifts in Midwest City, OK** always draws a crowd. Every year the



bathroom is decorated in the open house theme—and there is always a line to the bathroom! This year's theme involved original antique photos of Cary Grant and Marilyn Monroe and music from the 1940s. JoAnn Johnson has owned the upscale shop for all of its 26 years; she's seen here at right in the photo with daughter Denise Eaton, who runs the business end, daughter-in-law Ruby Johnson, granddaughters Gabby & Kennedy Johnson, son Jeff and husband Don.

**Best cook in town**

What's another great reason to come to an open house? The fabulous food! All prepared by Sally Ann Davis herself, of **Flowers by Sally Ann in Broken Arrow, OK**. At



least 200 people came to this year's open house, enjoying the cuisine but also sampling wines from a local winery and taking advantage of 25% discounts on Christmas items (cash and credit cards only). In the photo, from left to right, are Bruce Vandegrift, Sally Ann's grandson who manages the shop, Sally Ann, and Teleflora marketing counselor Suzi Lawrence. 🌸

**Teleflora in the news**

**Tinker Bell throws a party**

In October, the Heartland Film Festival in Indianapolis and the El Capitan Theater in Hollywood held premiere screenings of Disney's most recent DVD release, Tinker Bell, and Teleflora's arrangements of the same name were on hand. The after-party venues were transformed into Fairy Hollow, decked out with trees, bushes, banners and more. Chaser lights in the trees entertained kids, who were excited to see fairies flying above them! There were stations set up for kids to decorate cookies, take their photos with Tinker Bell and her friends, and many other activities.



**Jeweler to the stars**



Famed jeweler Neil Lane celebrated the private opening of his new flagship store in Los Angeles. Working with **Edelweiss Flower Boutique in Santa Monica, CA**, Teleflora provided flowers to set the mood for the event, which was attended by a host of Hollywood celebrities including Heather McComb and James Van Der Beek, pictured with Neil Lane. Others in attendance included Dana Delany, Carmen Electra, Rachel Griffiths, Marg Helgenberger, Nicky Hilton and David Katzenberg, Debi Mazar, Maria Menounos, Katharine McPhee, Bridget Moynahan, Lisa Rinna and Harry Hamlin, Terri Seymour, Tori Spelling and Dean McDermott, and Kate Walsh.

**Women's Conference 2008**

Teleflora's Sweet Pinks Bouquet was in the spotlight at the Women's Conference 2008 in Long Beach, CA. The Women's Conference is a non-profit, non-partisan organization led by California's First Lady Maria Shriver. This year's event attracted such world-famous speakers and guests as Madeleine K. Albright, former Secretary of State; Dr. Condoleezza Rice, U.S. Secretary of State; Cherie Blair, wife of former prime minister Tony Blair; and Warren Buffett, chairman and CEO, Berkshire Hathaway Inc. Others in attendance included Jennifer Lopez, Heidi Klum, Bono, Diahann Carroll, Jamie Lee Curtis, Sally Field, Billie Jean King, Jenny McCarthy, Bonnie Raitt, Rachael Ray and Rita Wilson. Joanne Milichich and her team at **Glo White Florist in Huntington Beach, CA** created more than 300 Sweet Pinks bouquets for the conference; Sweet Pinks is one of several Teleflora bouquets that help raise money for the Breast Cancer Research Foundation; 15% of each arrangement's purchase price is donated to the foundation. 🌸



**We worked hard this year to get your name into the news.**

For decades now, Teleflora has been known for national advertising that connects customers with Teleflora member shops. Lately—looking for the kind of publicity that money can't buy—we've also launched a major public relations effort. This year, the program was remarkably successful, so I wanted to share some of the highlights with you.

It started with Valentine's Day, when we worked with the Dr. Phil talk show to get the Teleflora name and product into the Valentine's Day episode. The Dr. Phil show receives more than 7.5 million viewers daily. We also received favorable coverage in the popular celebrity-news magazine OK! and in Complex Magazine, a lifestyle publication geared towards young, urban-minded men.

Before, during and after Make Someone Smile Week, Teleflora's PR efforts secured 170 articles, with a grand total circulation of over 46 million—the equivalent of about \$337,000 in advertising. Local TV stations also covered the event, along with national websites such as People.com and InTouch Weekly Online, which ran special promotions and contests linked to Make Someone Smile Week.

I could go on—I haven't even mentioned the publicity that came out of America's Favorite Mom or Teleflora's partnership with The Breast Cancer Research Foundation. But you get the idea. The folks in our public-relations department have been working overtime, with one goal in mind: to make consumers aware of the "Teleflora difference." The Teleflora difference is you: hand-arranged, hand-delivered flowers. It's a message worth sending, and we're proud of our—and your—success. 🌸



Tom Butler AAF is Chairman of Teleflora.

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

## Seeing red!



**Teleflora's Rubies & Roses Bouquet (09V100)**

- This vase is perfect for anniversary gifts—with virtually any flower of the season in it.
- Use the vase to upgrade the sale of a “regular” dozen roses.
- Sell the vase to brides for their hand-tied bridal and attendants’ bouquets. It’s a great way to display them at the reception and a great keepsake for the attendants.



**Teleflora's Red Rose Passion Bouquet (09V200)**

- Here’s a vase that’s as beautiful empty as it is filled with flowers! Display two or three vases together to suggest them as an upscale home accessory. Red is a great home-interior accent color.
- Sell the vase and “a month of flowers” as a special corporate gift.
- Create the weekly bouquet as a hand-tied bouquet and have the customer stop by and pick up the flowers.
- Counter the rich red color with vibrant purples for a royal-looking bouquet. Fill with purple liatris, larkspur, lisianthus and statice.



**Teleflora's Love Bouquet (09V300)**

- Create an affordable anniversary gift, using less-expensive flowers, for all-year-round sales.
- Use for baby gifts to new moms and dads, “Sending you and your bundle of joy some love.”
- Use for sweet-sixteen parties or quinceañera to send best wishes and love to a young lady.



**Teleflora's Happy Hearts Bouquet (09V400)**

- Create an in-shop special called “Flowers we love.” Feature a different flower in the vase each week in your front cooler (feature just one type of flower at a time). Use the opportunity to educate your customers on new flower varieties and their care.
- Fill the vase with colored foam powder or small colored foam cubes in pink or lavender to totally change the look and color of the vase.
- You can also tint the water with food coloring for a new look! 🌸

## More sweepstakes winners

Congratulations to our Thomas Kinkade's Home for the Holidays Sweepstakes winners! Five lucky florists have received a box of Childhood Home cottages signed by the artist, a Stems&Bunches holiday flower and greens pack, a custom shop poster, a PR toolkit and a personalized DVD from Thom himself.

- Tehachapi Flower Shop**, Tehachapi, CA
- Kelly Co Flowers & Gifts**, Pensacola, FL
- Nordholt-Heidenreich Florist**, Indianapolis, IN
- Brick Street Flower Co.**, Augusta, KS
- Sue's Flower Shoppe**, Oakland, NE 🌸

## Savings on your phone bill—plus freebies from Sprint.

Did you know that you can receive 12% off your monthly Sprint bill through Teleflora's partnership with Sprint? In addition, florists who purchase a new Sprint phone or add a line to their existing account will receive a free Plantronics Bluetooth headset (\$59.99 value) as well as a free companion airline ticket (up to \$500 value). Visit [www.teleflora.callsprint.com](http://www.teleflora.callsprint.com) for more information. 🌸



## How to get the best quality for the best price at Valentine's Day.

Valentine's Day is only weeks away. Consider the following strategies to make sure you have everything you need to make the holiday a huge success:

- Order early! The sooner you order, the better your pricing will be. Ordering early also ensures that you receive the supply you need. Product will likely be available on the open market—however, buyers beware! More often than not, product purchased at the last minute isn't of the quality you would like to sell to your customers.
- Purchase full boxes of product. Roses are at a premium during the holiday, and the more you purchase, the better the price. Also consider taking a 50% red, 50% color box late in the week. You will get a great price break for your red roses, and the colors can be used the following week when Valentine's is over and business is back to normal.
- Time the arrival of fresh-flower deliveries in your shop according to your production

schedule. Making mixed flower bouquets at the beginning of the week? Have the product to construct those bouquets arrive first. Making your dozen-rose arrangements later in the week? Have those boxes arrive on Wednesday or Thursday so that they have time to hydrate and you can start arranging.

- Check out holiday flower kits available from Stems&Bunches. We offer kits that include all of the holiday staple items as well as kits to fill your Teleflora codified containers! Buying items in a kit typically means a great average per stem price and helps to bring your costs down and maximize your profitability.
- Be sure to stock product for those customers looking for “something different.” Order a box of mini callas that make great quick and easy arrangements that customers love. And since mini callas have such a great vase life, they can be used the following week in corporate account arrangements.



The holiday will be here before you know it, so start your planning now! Remember that Stems&Bunches is here for all of your flower needs for the upcoming holiday. If you have any questions or would like to order products, please call us at 800-794-8288 or log on to [www.stemsandbunches.com](http://www.stemsandbunches.com). 🌸

## Teleflora takes the lead in securing credit-card data.

Visa announced in October that RTI 12.6 was added to its list of validated payment applications. Why is that such a big deal? RTI 12.6—which is currently in beta testing and will be available early next year—is the very first floral point-of-sale system to be so validated.

Validation means that RTI 12.6 will meet the stringent standards set by the Payment Card Industry Security Standards Council to protect cardholder data. Merchants who do not meet these standards (called PABP, for Payment Application Best Payment standards) could incur substantial fines if a security breach is suspected and investigated. In the future, each new version of RTI and Teleflora's other POS systems will be independently audited and then validated by Visa.

To be validated by Visa, changes were made within the RTI system to strengthen credit-card data encryption as well as limit access to the viewing of consumer data. PABP standards also required

changes outside of the RTI application. An implementation guide was developed, physical changes were made to the QA (quality assurance) lab, and process changes were made throughout the development, installation, QA and support process.

Compliance with PABP standards is enforced by the major card brands who established the Security Council (PCI SSC): American Express, Discover Financial Services, JCB International, MasterCard Worldwide and Visa Inc.

“One of the best ways to protect your shop from a security breach is to make sure you're using the most current version of your POS system,” says Jim Talarico, Teleflora's Vice President, Florist Technology. “The newest versions of Eagle, Daisy, Dove POS and RTI all have enhanced credit card security that helps protect you and your customers.” 🌸

## Students rev up their everyday designs at the Education Center!

Students learned there is a big difference between the words “everyday” and “ordinary” at a recent class at the Teleflora Education Center in Oklahoma City. In fact, many were surprised to learn that making everyday designs extraordinary is really the way to build business and create customer loyalty these days.

Instructor Tom Bowling AIFD shared his vision of how to create designs with maximum

visual value—using stems at their grower length and placing them into a design with purpose and intent. A favorite part of each class at the Education Center is the personalized coaching each student receives from the instructor on how to improve his or her own designs and improve construction mechanics. Students completed designs made in floral foam and also in glass vases using the latest materials and methods. Tom showed ideas that were

simple and labor efficient, including several ideas on how to create rose arrangements that were different and distinctive, for customers who are seeking style and recognition for their floral purchases.

Coming soon: the Education Center’s 2009 class schedule. Look for it in the January issue of MyTeleflora News. 🌿



*Making the most of floral materials with smart strategies and sound construction techniques was the focus of the class in everyday design taught by instructor Tom Bowling AIFD (upper right) at the Teleflora Education Center in October. Hands-on coaching is a popular aspect of every Education Center class.*

## Tips for designing—and selling—contemporary weddings.

Modern-day weddings are all about ideas: new design styles, great new color combinations—and, of course, ideas for how to sell contemporary weddings and make them even more profitable. In the final class of the Teleflora Education Center’s 2008 schedule, Susan Ayala AIFD shared plenty of ideas to take home and use right away.

Some of the class favorites?

• **New ways to finish the handle of a bridal bouquet.** Many florists are now pricing handle treatments separately and using them as a way to up-sell the bouquet. Designers learned to develop three levels of design intensity, from simple ribbon wraps to exquisitely jeweled and beaded handles.

• **Simple mechanics can be the key to profitability.**

When selling something complex, think first of how you can simplify it. Can the corsage or boutonniere be glued? Can you hand-tie the bouquet on natural stems faster than using a bouquet holder? Every step saved is money earned.

• **Mirror, mirror on the wall:** Yes, placing a large mirror in your design room allows you to look at a finished bouquet as a camera would see it. Knowing how a bouquet looks in a photo is one of the most important skills of being a wedding designer.

• **Knowledge of color will take you far!** Adventurous color combinations come from experimentation and practice. Learn why a

certain color combination works—or why it does not. Then learn how to sell great floral combinations to customers.

• **Don’t rule out “old” styles with a new twist—**create nostalgic favorites with new mechanics. An example would be a composite flower made by assembling dozens of petals, not the old-fashioned way with wire and tape, but rather with floral glue. Same look—faster mechanics.

• **Topical preservatives make flowers last longer.** The final step in the design process is to seal the surface of the bouquet’s flowers with an anti-transpirant to slow the dehydration of the flowers. 🌿



*Susan Ayala AIFD (top left, this page) shared trends and profit-making tips for contemporary weddings. The class was the last of 2008 for the Education Center; look to next month’s issue of MyTeleflora News for the 2009 schedule.*