

myteleflora

{news}

increase sales and market
your business with gift cards
{pg. 7}

inside

president's {letter}	2	marketing {your business}	6
a word {from tom}	3	teleflora {in the news}	7
design {and education}	2 & 3	technology {24 hr flowers}	8
member {spotlight}	4 & 5	marketer {of the month}	8



Teleflora technology puts you at the top of your game

Technology continues to shape the way we do business today. As the floral industry's technology leader, we pride ourselves on first-rate products that are tailored to the needs of our member florists.

You've probably already seen the new look of MyTeleflora.com and noticed its more user-friendly features. These include: viewing credit-card transactions, clearinghouse statements, MyMail, recipes and quarterly marketing kits; and, for eFlorist members, accessing the eSAT site.

Before we revamped the site, we conducted surveys and one-on-one interviews with florists. Your No. 1 complaint was that the site was hard to navigate. With the new site, it should be much easier and faster to locate what you want. Additionally, so that you can exchange ideas and information with other florists, we have launched our own florist blog.

Those of you who are members of eFlorist will be interested to know that we are currently designing new templates for you to choose from. Wherever your floral shop is located, from a bustling downtown center to a rural outpost, you'll find a pleasing look and feel for your website.

Another new product, scheduled for release by the end of March, is PlusMail, a web-based e-mail marketing program that allows you to run effective e-mail campaigns with minimal effort.

PlusMail is a highly cost-effective marketing option for florists who don't have RTI, Dove POS or an eFlorist site. (To subscribe, a florist must be using DovePlus, Daisy or Eagle and have high-speed Internet access.) It's one of several new web-based modules that we plan to add to DovePlus in the coming months. DovePlus is a flexible and affordable way for florists to have a point-of-sale system designed to fit their individual needs.

I'm also pleased to tell you that we have launched Dove POS™ 5.0, the latest upgrade of our point-of-sale system that helps you simplify all of your shop's transactions. Benefits include: a cash-on-delivery payment method; easier entry and tracking of phone and walk-in orders; thermal receipt printers; Dove network delivery confirmation; Garmin GPS compatibility and quick links to Stems & Bunches as well as to your eFlorist website.

We're looking forward to releasing Daisy 8.0 and Eagle 8.0 later this spring; these versions will be compliant with new credit-card industry regulations. Also being rolled out to floral shops this spring is RTI 14, which includes a new graphical eMarketing module, lets you create your own customizable HTML delivery confirmations, and supports multiple e-mail addresses per account.

Across Teleflora offerings, we incorporate your feedback and concerns so that our products are precisely targeted to give you what you require. Investing in technology keeps you on the cutting edge of merchandising and marketing, and gives you more opportunity to run your business.

With your dedication and Teleflora tools to support you, we can look forward to solid success this Spring.

Sincerely,

shawn weidmann {president of teleflora}

boost design and business skills

For the past 26 years, three things have made the Teleflora Education Center a special place: exceptional teachers, on-trend curricula, and a state-of-the-art facility. Florists from all over the U.S. choose the Teleflora Education Center to learn key design techniques and business skills. Classes begin in June and run through October. You can find class descriptions online at myteleflora.com or you can call the Education Center for more information at 800.456.7890, extension 6234.

floral industry event calendar now on myteleflora.com

Stay up to date with unit programs and floral industry events – visit MyTeleflora.com. A number of events for the 2010 are posted, with a more to come each month! Each event posting now includes the date, location, Teleflora sponsored program, location – including city, state and event venue, as well as contact information. Don't miss out on these great industry events and education programs! Go to myteleflora.com to see what's happening in your area!

Here's a glimpse at upcoming industry events in March:

March 6-7

Northeast Floral Expo
Cromwell, CT

March 7

Illinois State Florist Association
Springfield, IL

Northeast Louisiana Florist Association
West Monroe, LA

Rocky Mountain Unit
Denver, CO

March 7-8

Michigan Floral Association
Grand Rapids, MI

March 14

Valley Floral Company
Wichita, KS

WUMFA Spring Conference
Wisconsin Dells, WI

Georgia State Florist Association
Macon, GA

South Carolina Unit
Florence, SC

March 21

West Virginia Unit
Sutton, WV

Doran Direct Floral Expo
Rockford, IL

March 24

Michigan Unit
Flint, MI

2010 Teleflora Education Center Classes

Testing, Testing ... 1,2,3 **NEW!**

A Primer on using the Principles & Elements of Design
with Kevin Ylvisaker AIFD, PFCI
June 6-9, 2010

Wedding Bouquets & Flowers to Wear

with Susan Ayala AIFD
June 27-30, 2010

Sympathy Expressions

with Bert Ford AIFD
July 25-28, 2010

European Design

with Els Hazenberg AIFD, AAF
August 8-11, 2010

Business Smarts Summit: Operating a Successful Retail Flower Shop

with Paul Goodman CPA, Marie Ackerman AIFD, PFCI, AAF and other instructors
August 29-September 1, 2010

Creative Edge: East/West Fusion

with Hitomi Gilliam AIFD
September 19-22, 2010

Smart Everyday Design

with Tim Farrell AIFD, AAF, PFCI
October 3-6, 2010

Creative Designing with Permanent Botanicals

with Bob Hampton AIFD, AAF, PFCI
October 17-20, 2010



a word from tom



This year's Teleflora Unit Presidents' Meeting included a "trade fair" where the Unit Presidents could learn more about various aspects of Teleflora. Pictured here are Michigan Unit President Bill Smith, Kentucky Derby Unit President Ben Lee, Teleflora Education Specialist Joyce Mason-Monheim, Teleflora staff members Michael Martin and Jenny Kayano, and yours truly.

the units program provides a pathway to profit

For most florists, all you have to do to learn some things that can help you to higher profits is attend a program sponsored by your local Teleflora Unit. It's going to be affordable, not that far away, and a program of top-notch quality.

"But I'm so busy," I hear you say. I know most florists are very busy today, scrambling to keep up with a smaller staff and a tighter budget, doing what you can to stay ahead in a difficult economy. But the biggest error you can make is to just stay in your shop. It's essential that you get stimulated with new ideas and learn about the broad trends and business strategies that are transforming our industry.

And it's really very easy. Number one, go to a Unit Program. Number two, consider taking that participation one step further and getting involved in your local Teleflora Unit. Every year, the florists I talk with at the Unit Presidents' Meeting remind me of this simple fact: the more you put into the program, the more you get out of it. We thank and applaud them for giving their time to make these programs happen. But what they tell me is, "I learn even more by helping out."

In the next issue of the newsletter we'll have more about the Unit Presidents' meeting and the Units Program. Meanwhile, check out the information and the events calendar on MyTeleflora.com. You'll be glad you did.

tom butler {chairman of teleflora}

teleflora florists always impress!



a sooner christmas

"Oklahoma knows how to put on a holiday open house!" says Teleflora Territory Sales Manager Suzi Lawrence, who went the rounds in November, visiting florists who included (clockwise from top left) Jim and Lynda Gervais of **Ann's Secret Garden** in Bethany, Jerry Smith of **Burnett's Flowers & Gifts** in Tulsa; Cindy and Kent Whitnah of **Capitol Hill Florist & Gifts** in Oklahoma City (where a new branch store in Earlywine had a grand opening)



Christmas cake was on the menu last December at **Smith Floral** in Lansing, MI, where Teleflora's Kathy Petz presented a special holiday confection to Charlie Smith and Dwayne Humphries.



more open houses in oklahoma

From left to right above, Suzi Lawrence with Don McDaniel and Jan McDaniel, OMF of **Jan's Flower & Gift Shoppe** in Minco (the three-day open house included a design show to encourage shoppers to buy locally); Toni Garner and Stephanie Luellen of **Toni's Flowers** in Tulsa; Mike and Melody Scott of **Scott's House of Flowers** in Lawton, where local school and church choirs helped customers get into the holiday spirit; Mary and Richard Schumake (with their son Randy) of **Morrison's Floral & Greenhouse** in Oklahoma City; Barbara Bilke of **Madeline's Flowers** in Edmond (with a 60th anniversary celebration coming up); and Joann Johnson and her daughter Denise of **Penny & Irene's Flowers & Gifts** in Midwest City (joined by Teleflora's Andy Potter and Tom Butler along with Suzi).

* 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.



wedding secrets unveiled

To get yourself and your shop featured in a high-end wedding publication like WellWed in New York, it helps to have a story and some expert advice to share. Approached by the editors, Nino Gagliano of **Backyard Garden Florist** in Fayetteville, NY was ready with both. In the Fall/Winter 2009 edition, he tells about planning a wedding that took place in the Bahamas and counsels brides: Have a vision for your wedding; stick to your budget; be flexible; get help; and don't obsess.



from mom and pop to one-stop shop

This coming March, **Maher's Florist** in Pasadena and Glen Burnie, MD, will celebrate 33 years in business—26 of them as a Teleflora member. It's been a long road to success for Winnie, filled with continuing education, civic engagement, awards, citations, and enhancements to her business, including event invitations, men's and boy's formal wear rentals, and limousine services. At one point, in the early 1990s, Winnie even opened a successful second shop—in England! Today daughter Kimberley manages the original store in Pasadena. Kudos to you, Winnie! She is shown in the photo with Teleflora's Joy Crist



he's got the beat

At **Earle A. Johnson Florist** in Holden, MA, florist Paul Meyer—also known as "Sticks" for his expertise on the drums—got a visit from Teleflora TSM Bob Hurley and a POS demonstration from tech expert Jeff Wirth.



backstage at HSN

For Thanksgiving and Christmas, Teleflora promoted the "hand-arranged, hand-delivered" difference to consumers on HSN. Every order sold was delivered by a Teleflora florist somewhere in the U.S. Tim Farrell AIFD and Susan Ayala AIFD worked on the Christmas show, with guest host Marie Ackerman AIFD.



as christmas bells were ringing...

Teleflora's Dan Natalizio made the rounds in Wisconsin, visiting Emily Neubauer at **Belle Fiori** in Milwaukee; Tracy Kinski from **Olde English Flower Shoppe** in Waukesha; and Marty and Tom Loppnow from **Waukesha Floral** in Waukesha. Those last two were really hungry!



merchandising tips and tricks



Teleflora's Ring in Spring

Clear glass vase decorated with hand-painted pastel-colored stripes.

Merchandising suggestion: Create a cute window display by hanging matching ribbons to highlight the stripes on the vase. Tie matching ribbons around the necks of the vases and hang them at different heights in your store window. Add large faux flowers for a festive touch. This container has great versatility—use it for spring arrangements, new moms, and everyday gift-giving.



Teleflora's Grass is Greener

Hand-painted, molded ceramic container featuring slender "blades of grass" motif.

Merchandising Suggestion: Create an Easter-themed display: merchandise the container with jelly beans, cellophane grass, and bright-colored plastic eggs. Be sure to put up your Teleflora Grass is Greener poster to highlight the bouquet. Great for all kinds of bouquets and plants.



Teleflora's Spring Showers

Charming hand painted ceramic keepsake – fully functional.

Merchandising Suggestion: Merchandise in a large basket. For the indoor garden lover, place three watering cans in the basket with different types of herb packets in each. Add a gardening shovel, fork and gloves. Also great for baby showers, wedding showers, and garden parties.

online hit inspires new product line!



Teleflora's new Present Perfect™ Line is our most versatile line ever. The mix-and-match flexibility allows you to build something for every customer, for any reason.

The line also makes for fantastic store merchandising displays. Let customers mix and match the patterns, the Wrap Sheets™ and the ribbons for a completely customizable gift.

Our online bestselling "Pretty Pink Present" is a proven customer favorite, but it was hard to create. Florists had to purchase wrapping paper, ribbons, and cellophane and actually wrap a cube and tie the ribbon. We've now made it easy with a simple kit!

To order from our new Present Perfect™ Line, call 800.333.0205.

Present Perfect™ easy to make kit:



Each kit contains, plastic liner, pre-tied bow, water-resistant Wrap Sheets™ and a pop-up printed box



Fold Wrap Sheets™ up around liner and place in pop-up water-resistant box and attach pre-tied bow



That's it! You're ready to add flowers!

starting a gift card program in your shop

It's easy to see why the new plastic gift cards are so popular with consumers. Now generally used in place of paper gift certificates, they work just like credit or debit cards. They can be sold in any amount and generally are redeemable for all products and services at your shop. An encoded magnetic strip makes it easy to add the dollar amount of the gift card value on your POS system or host database, simply by swiping the gift card through the appropriate terminal. Redeeming the card is just as simple. Depending on the system in your shop, your sales staff can swipe the card, scan it (if you have a barcode scanner), or type the gift card code in manually when completing a sale. A gift card balance will decline as the gift card is used.

Florists love gift cards, too—for several reasons:



- **Increased sales** - Gift cards outsell paper certificates by 20% to 50%. They are known to result in increased sales and higher average ticket amounts.
- **Customers spend more** - Fifty-five percent of gift card recipients spend more money than the value of their gift card.
- **Build brand identity** - A gift card displaying a shop's name is a walking advertisement. Every time a customer opens their wallet, they'll see the customized gift card and be reminded of your shop.
- **Create customer loyalty** - Customers will go out of their way to shop at a store where they have a gift card that retains a balance of unused value, even if another merchant might be closer.
- **Easier record keeping** - Unlike the manual process of issuing and redeeming paper gift certificates, every gift card transaction is recorded electronically at the point of sale. You'll have access to a complete suite of reports providing key details on card issuance and redemption.

Selling gift cards is easy, too. They can be merchandised at the point of sale with a variety of countertop displays. **To learn more about how to launch gift cards in your shop, visit MyTeleflora.com.**

teleflora hits the slopes at the sundance film festival

For a few days in January, Teleflora descended into the tiny town of Park City, Utah for the Sundance Film Festival, where filmmakers, actors and celebrities worked to score distribution deals for their films and, of course, parade for the paparazzi!

Teleflora partnered with the Green Lodge, an ultra exclusive rest and relaxation lounge, and provided floral arrangements for the "Skateland" and "Cyrus" cast parties. Celebrities including Marisa Tomei, John C. Reilly, Ashley Greene, Jonah Hill and Danny McBride were treated to floral décor from Teleflora's Zen line with help from the crew at **Chesa Verde Floral**.



increase profits around the clock with 24 Hour Flowers

There are a number of different ways to actively promote your shop's 24 hour, 7 days a week availability to your customers. Here are several tips that will help your shop continue to increase orders when using Teleflora's 24 Hour Flowers service.

- 1. Roll your phones over every night.** The best way to promote the service is to have your customers use it! Shops can also consider rolling phones over at other times, such as mornings, weekends and holidays.
- 2. Print your 24 Hour Flowers phone number on everything you use to promote your shop.** Be sure to add your 24 Hour Flowers phone number in all of your advertising and marketing.
- 3. Remind customers in person.** Train your staff to alert customers to your 24 hour, 7 days a week availability.
- 4. Promote your 24 Hour Flowers phone number on your website.** Be sure to have this number posted on your website, noting that orders can be taken 24 hours, 7 days a week.
- 5. Advertise your 24 hour availability locally.** Local newspapers, your town's Chamber of Commerce or local events are a great way to generate awareness of your 24 hour, 7 days a week service.
- 6. Be available to your sympathy customers when they need you the most.** Your 24 hour, 7 days a week availability is a convenience for out-of-town sympathy customers.

Interested in learning more about the 24 Hour Flower program? For more information, call 866.474.7347 or visit MyTeleflora.com.

marketer of the month



workshops make customers the "star"

When The Moss Pot in Liverpool, Nova Scotia, started offering design workshops, customers responded with enthusiasm. What generates even more enthusiasm is the shop's blog where, leading up to Christmas, customers' wreaths and other holiday designs were featured in entries about the workshops. "It makes them feel great about what they're creating," says owner Ann Languille, "and it's contributed to a nice sense of community."

In April of last year Ann bought the shop and, as she states in her blog, "completely remodeled the space to make it a vibrant and fun place to create unique floral arrangements." It's long and narrow, with room for long, narrow tables that accommodate as many as a dozen workshop participants. Getting people to sign up was easy. "We keep a guest book by our cash

register along with a big jar of treats, which encourages people to stop and sign it. We ask them to give us their email address. Then, when I send out emails, I remind those on the list to check the blog." Visitors to the shop can also learn about the workshops from a giant chalkboard.

Participants pay a low flat fee of \$25, which covers the base materials like foam and design trays (marked up at 2.5). Then they pay as they go for flowers and embellishments they choose. "We give them the run of the shop. They get so excited, by the time they are done they have often spent as much as \$75." The key, says Ann, is that "people want nothing more than to get involved, to be a part of what you're doing, which makes them feel special."

Visit The Moss Pot's blog at: <http://themossspot-liverpoolns.blogspot.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!