

myteleflora

{news}

trade secrets!
using new materials
and hot design trends

inside

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teleflora's credit line: we can show you the money!

When you consider that a whopping 90 percent of retail purchases are made with credit cards, it's clear that processing those cards dramatically affects your cash flow and your bottom line.

One of the main competitive advantages of Teleflora's Credit Line is that, unlike all other processors, we do not charge higher rates for keyed (non-qualified) transactions than for swiped (qualified) transactions. In our industry, about 80 percent of orders are handled over the phone as keyed (non-qualified) orders. So, if you are currently paying more to handle these sales, it's time to switch processors.

Additionally, banks and outside vendors cannot process Discover and American Express cards. As a result, floral shops must set up individual accounts, pay two more charges (at higher rates) and deal with two more statements. Also, according to *Forbes* magazine, American Express customers typically spend about 40 percent more per transaction than customers using other cards.

As for credit-card machines, buying them from outside processors can be more expensive in the long run and you may find yourself with a non-cancellable lease on the equipment.

For maximum benefit from your processing system, Teleflora's Credit Line can't be beat. Outside processors might make tempting offers, but read the fine print. You'll see that we alone provide the best combination of low fees, 0 percent plans and cash rebates. If you handle more than 20 outgoing orders a month, Teleflora's incentive programs will definitely make you money. With our \$3 and \$4 rebates and 0 percent credit-card clearing, on a yearly basis, you could be receiving an extra \$1,000 or more.

Simply put: If you are not processing through Teleflora, you are paying too much. For more information or for a free credit-card analysis, please contact your Territory Sales Manager or call customer service at 800.421.2815.

I urge you to take advantage of the potentially huge savings that's available to you from Teleflora. In this still-sputtering economy, can any of us afford not to manage our money as wisely as possible?

Sincerely,

shawn weidmann (president of teleflora)



wire grids to hold flowers are all the rage!

concepts we love from the trade secrets class

- Instant armatures from premade wire collars.
- Tropicals as part of an everyday design mix.
- Using foliage with a "design" purpose (flax, ti leaves, and lily grass).
- Simple container silhouettes, like cylinders and cubes, used in multiples.
- Simplified but solid mechanics using the latest wires and adhesives.

upcoming classes at the teleflora education center

July 26-29, 2009
European Style Design
Instructor: Els Hazenberg, AIFD, AAF

August 9-12, 2009
Creative Edge: East/West Fusion
Instructor: Hitomi Gilliam, AIFD

August 30 – September 2, 2009
**Business Smarts Summit:
Operating a Successful Retail Flower Shop**
Instructors: Paul Goodman, CPA;
Tim Farrell, AIFD, PFCI, AAF;
and Marie Ackerman AIFD, PFCI, AAF

new products, new ideas

Ideas were bouncing off the walls during "Trade Secrets: Using New Materials and Hot Design Trends," a class taught by Kevin Ylvisaker AIFD, PFCI in June at the Teleflora Education Center in Oklahoma City. This class focused on the latest, hottest new products from aluminum wire to cool new containers. Each student was challenged to use the basic idea of a design—then add their own creative twist to their composition. The class also learned the latest care and handling techniques and reinforced the design principles and elements with every stem placement.



The Education Center is celebrating its 25th year anniversary as a design school! Thousands of florists have attended classes over the years. With six more classes to go this year, you can still take part in our historic 25th year! For information, call 800.456.7890, extension 6234.



a quick class assignment on production designing, found willing participants.

Kevin demonstrates a new style of sympathy design.

a word from tom

let's associate!



At last year's WesTexas New Mexico Florist Association, I visited with Jane and J.B. Terrell of Ruidoso Flower Shop in Ruidoso, NM. Jane is the past president of the association.

What has your floral association done for you lately? Probably more than you know—and more than you are taking advantage of, unless you're aware and involved.

Take, for example, the WesTexas New Mexico Florist Association. Among other benefits, members of the association are eligible to join The Florist Federal Credit Union. This credit union was started by the WesTexas New Mexico association in 1969 and has since spread to other states with strong floral associations, including Arkansas, Connecticut, Florida, Oklahoma, and Texas. Immediate family members as well as wholesalers and employees of other firms that are association members are also eligible to join. I'm proud to be a member myself!

WesTexas New Mexico, of course, also provides strong educational programs for the industry, especially at their annual convention. But belonging to the association brings other benefits that are harder to calculate.

"It's really a family situation," says Jane Terrell, past president of the association. "If you need help, you need to find out how to do something—maybe it's, 'Where can I find mokara orchids?'—you can always get your question answered by calling someone from the association."

In June the WesTexas New Mexico Florist Association held its annual summer picnic. We call it "The WTNM Family Reunion Picnic," and that just about says it all.

Are you in touch with your floral family? If not, you should be! Join your state floral association. If you don't know how, check the guide to floral associations across the country that appears in the June issue of *Flowers & magazine*.

tom butler (chairman of teleflora)

honoring our war heroes

SEND US YOUR BEST STORIES AND YOU MAY BE IN THE NEXT EDITION*

“Teleflora could not have received more thank-yous,” says Teleflora Territory Sales Manager Joyce Crist about her participation in this year’s Memorial Day Foundation Presentation in Washington, DC. Volunteers placed bouquets, totaling in the hundreds, at every single one of Washington’s war memorials. The project is organized by Paul D’Elia of **The Wall St Florist** in New York, NY and promoted through a website that was built and is sponsored by Teleflora, memorialdayfoundation.org. “It was contagious,” Joyce reports, “as tourists also placed bouquets and felt a sense of pride and gratitude to our fallen.” At each memorial there was a formal presentation and dedication given by Paul as he read a hero story from each war. It was really a remarkable tribute.



winter wonderland

Every couple dreams of having the perfect wedding. For many, it’s the most important and emotional day of their lives. But for some, insurmountable obstacles create barriers to making their dream day a reality. With the help of owner David Recine and his team from **Flowers by David Anthony** in Monroe, NY, a breathtaking Winter Wonderland was brought to life for one lucky couple’s special day on the TNT reality show WEDDING DAY.



flooring it—with rose petals

“I got the idea when I was in a bar where they had peanut shells covering the floor,” says Thia Smith, owner of **Silver Springs Floral** in Albuquerque, NM (and current president of the New Mexico WestTexas Unit of Teleflora). Saving guard petals and discards from her roses, she eventually had enough to cover the whole floor of her small shop—in some places three feet deep. Now she simply adds in bright new ones occasionally to replace those that are lost during everyday sweeping. In New Mexico’s dry climate, it’s easy to maintain and customers love it!

these guys are tops



Congratulations to Wes and Mi Lee of **Wesley Berry Flowers** in West Bloomfield, MI on their brand-new flagship store and corporate headquarters! Pictured are Wes and Mi Lee with their beautiful family of four boys, flanked by Teleflora’s Kathy Petz and Tom Butler.



Thanks to **Eastern Floral and Gifts** in Grand Rapids, MI for another year of supporting Teleflora. Pictured are Eastern’s Rick Huisman and Jason Goei with Teleflora’s Kathy Petz.

In Boston, **Stapleton Floral** is known for outstanding design in a variety of styles. Teleflora’s Bob Hurley (at right in the photo) stopped by to thank Stapleton’s John Tsaousidis for his support.



* 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.

a (new) mother's day



To celebrate the opening of the new maternity center at Kaweah Delta Medical Center in Visalia, CA, Teleflora's MiGi Baby Elephant, MiGi's Baby Circus and Just Ducky Bouquets were given out to every new mom!



let's turn every day into mother's day —and vice versa

Good news: three products from Teleflora's 2009 Mother's Day and Father's Day product line-ups that were big hits with consumers are moving to the Everyday collection! That means Teleflora members can continue to be codified for the Pink Butterfly Vase (09M100, formerly the Mom's Butterfly Vase) and the Orchid Teacup (09M500) as well as the Big Hit Baseball Mug (09F100).



The Butterfly Vase and Orchid Teacup are great for female birthday, new baby and other gift-giving occasions throughout the year. Fill them with bright summer flowers, or use them as centerpiece arrangements at baby showers or bridal showers.

These products are great for cash and carry too! Fill the Big Hit Baseball Mug (09F100) with bouquets in the colors of the recipient's favorite team and merchandise your store with these delightful mugs throughout the rest of the Major League Baseball season. The mugs also make great centerpieces and gift jars for Little League parties and post-game dinners. Fill the mugs with candy, treats or bouquets in your local team's colors and they become terrific gifts to celebrate baby-boy arrivals and male birthdays—or for any occasion when the recipient is a baseball fan!



and the award goes to...

Each year, the Effie Awards draw in thousands of advertising and marketing campaigns from local, boutique agencies and large multinationals – all entering to prove that they most effectively executed an idea that worked.

This year Teleflora was honored with a silver Effie Award for the "America's Favorite Mom" promotion from Mother's Day 2008.

Teleflora would like to thank everyone who worked long and hard and contributed to this win, especially our members. America's Favorite Mom was truly a group effort and everyone who played a part, large or small, should be excited about this incredible acknowledgement.



honoring latinas



LATINA Style Inc, the premier company addressing the needs of the Latina business owner and professional workingwoman, held its LATINA Style Business Series recently in Charlotte, NC, where Astrid Chirinos, founder and principal, Diverso Global Strategies (DGS), Violeta Moser, president, Latin American Women's Association, Hilda H. Gurdian, publisher, *La Noticia* newspaper and Elisa Rodriguez-Gordon, senior vice president of operations and business development with Alan Gordon Immigration & Naturalization Law, were honored for their leadership. In addition, each of the honorees received presentation bouquet compliments of Teleflora and **The Blossom Shop**, Charlotte, NC.

Beautiful Teleflora arrangements courtesy of **Edelweiss Flower Boutique**, Santa Monica, CA, filled the Byron and Tracey Salon in Beverly Hills where a celebrity/VIP pampering day was held. Celebrities such as Abigail Breslin, Rosario Dawson, Rachel Zoe, Amanda Peet, Ali Larter, Michelle Trachtenberg and Gabrielle Union were treated to haircuts, makeovers and were gifted with Express Maxi dresses, and Carrera Vintage sunglasses.



Photo: Stefanie Keenan/WireImage

here are a few of the improvements coming out with DovePOS 5.0!

It's on its way—and the newest version of DovePOS will include a number of new features designed to increase profitability and make your business more productive.

GPS Interface. The Delivery Manager module will be able to transfer delivery routes directly into a Garmin GPS device.

Cash On Delivery (COD). This is a new order-entry option on the main menu that makes it easy for your shop to take corsage, boutonniere or other orders early and to close out orders when they are paid for at pick-up.

Thermal receipt printers. New thermal receipt printers are more efficient, faster and quieter for retail environments.

Supertickets. Supertickets will be updated to include the order's Dove number, to help designers and delivery drivers keep track of orders.

And more!

To learn more about DovePOS, visit our website at www.dovepos.com, speak to your local Territory Sales Manager or tech representative or call 800.815.8229.



marketer of the month



kids' "flower power" party room

What could be more fun for a kid's birthday party than to make flower arrangements with your party friends? That's what Lori Sabatini of **Fink Flowers & Gifts** in Bristol, PA thought—and a lot of kids and their parents agree. "We've been doing this at our shop or a few years now," says Lori. "It's a new way of teaching kids an appreciation for flowers." The shop has a small room available for this purpose. The birthday person picks from a select group of arrangements for their age group those they would like to make at the party. There is usually half an hour of instruction, half an hour for pizza and cake, and a final half hour for the kids to play games, dance, or open gifts. Parents bring the pizza, cake and paper products, while the shop provides the flowers and supplies for each arrangement.



Both boys and girls participate and enjoy making arrangements like poodles in wicker baskets, clowns in bud vases, or ice cream sodas. Each party guest gets to take home their special creation to sit on the kitchen table for a week or so and be admired by all! Meanwhile, the parents often look around the store while waiting to pick up their child at the end of the party. Some become first-time customers. "And hopefully, their kids will remember their fun experience at our shop when it's time for them to choose a florist for their proms, Mother's Day gifts and weddings," says Lori.



kids have a ball making "ice cream sodas" and other arrangements at a birthday party hosted by Fink Flowers & Gifts in Bristol, PA.

* 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!