

myteleflora

{news}

new and improved!
myteleflora.com goes live
{pg. 8}

inside

president's {letter}	2	market {your business}	6
a word {from tom}	3	teleflora {in the news}	7
design {and education}	2 & 3	technology {myteleflora.com}	8
member {spotlight}	4 & 5		



Super Bowl spot touts Teleflora's superiority over the competition

In a speech late last year, President Obama highlighted the importance of small business owners, such as florists, to the health of the American economy. He acknowledged the tireless work ethic of business owners and praised their moxie, gumption and ingenuity. He also spoke of their passion and their dreams.

Such passion and dreams drive your business. We want to keep orders in your hands so that you can do what you love—follow your vision to design and sell flowers, and connect with customers.

We also want to increase the overall number of orders coming into the network and expand sales. I'm confident we will achieve that goal, given our commitment to national advertising.

More than likely, you saw our Christmas ad that took a lighthearted approach to the downside of drop shipping. This spot ran many times the week before the holiday on networks like A&E, Hallmark, HGTV and Oxygen. It was geared toward a primarily female audience because women tend to make the purchasing decisions when sending holiday flowers to family and friends.

And next month, Teleflora will advertise during the Super Bowl for the second year in a row. This ad will reach a largely male audience shortly before Valentine's Day. Buying an ad with this reach would not be possible for an individual florist. It is possible for a network of florists. Thanks to your hard work and commitment to customers, we are building image and generating buzz about our superior quality. We outshine the competition—why not let the public know?

In 2009, Super Bowl XLIII was the most viewed television program in U.S. history, drawing 151.6 million viewers. That introduced us to millions of potential customers and boosted orders. We expect similar great results in 2010.

Consumer awareness of Teleflora difference—hand-arranged bouquets, hand-delivered by local florists—is growing. The idea of flowers in a box, which may seem like a bargain at face value, is being exposed as a waste of money.

Last year, we kicked off our campaign to save the florists. As your business partner, we are eager to provide more ways to spotlight and support local florists. Together, we can gain strength and thrive.

Given that this Valentine's Day falls on Sunday, it may pose more of a challenge than usual. But, as our economy gets healthier, I believe this key holiday will be highly profitable and will stand us in good stead for the coming year.

I'd like to take this opportunity to wish you a happy new year and let you know that, as your business partner, we are invested in your success. Showing consumers that it pays to shop locally when it comes to flowers will spur business and help revitalize our industry.

Sincerely,

shawn weidmann {president of teleflora}

Students practice their skills creating a linear design that could be used for a business opening or a sympathy tribute.



getting smart with everyday design

It was the final class of 2009—the Teleflora Education Center's 25th anniversary year. In October, instructor

Susan Ayala AIFD covered a wide range of topics relating to everyday design, from care and handling to pricing and from principles, elements, styles, and forms to the practical techniques of design. Susie emphasized fast mechanics and material placement techniques that add value without requiring extra time or materials. "Sometimes we overstuff designs simply because we lack the confidence in our placements to know a design is good," she comments. Students ranged from beginners to veterans looking for new ideas; everyone came away with sharpened skills and profit making expertise. For the final assignment, Susie had the students create centerpieces for a party celebrating the school's 25th anniversary—and these designs were used on the tables for the final luncheon. Happy 25th, Teleflora Education Center! For the 2010 class schedule, visit myteleflora.com.



One of the assignments given to students in the "Smart Everyday Design" class, held at the Teleflora Education Center in October 2009 was to create a grouped linear design that could be used for a business opening or a sympathy tribute. At NEAR LEFT, Delores Tower-Linton of **Lampassas Flower Shop** in Lampassas, TX, creates an assignment for the class.



FAR LEFT: Instructor Susan Ayala AIFD demonstrated the power of using flowers in strong color groupings to counter balance the pattern created by colored foam cubes.

At the Education Center, every student receives personal coaching from the instructor as well as feedback from the rest of the class. Often, just small changes make the biggest difference.

a word from tom



the goal of holiday marketing is not just holiday sales, but year-round customers.

We all know the big holidays, including Valentine's Day, account for a big proportion of most florists' sales. They're also among the year's best marketing opportunities. It's at these holiday times that potential customers are already thinking about flowers. If you can get them to call or visit your shop and show them just what a good value flowers can be, you've got a good crack at winning a new customer who's likely to come back to your shop for those gift-giving occasions that can arise at any time, all year long.

Valentine's Day is especially valuable in this regard. Let's face it: men don't often think of giving flowers at other times, unless they've already had a positive experience with it—even though they might have many good reasons for doing so. This is one reason why Teleflora has invested in our Superbowl ads and other Valentine's Day promotions. It's "prime time" for capturing an elusive yet important market.

Of course, the other side of this equation is that once you get the business in, you want to be well prepared for the holiday so you can win over those customers, many of them first-time buyers.

At Teleflora, we know that most of you have already made plans for promoting your shop at Valentine's Day and are gearing up to deliver the freshest flowers possible, beautifully arranged, with the high level of customer service that makes "the Teleflora difference." We're here to support your efforts. Here's wishing you a successful Valentine's Day—and a wealth of sales for romantic occasions throughout the year to come.

Tom Butler

tom butler {chairman of teleflora}

news from all over



remembering the troops

Annapolis, MD, is home of the United States Naval Academy—so it's natural enough that Cindy Cheben of **Gateway Florist** would want to honor U.S. troops this holiday season. Cindy has an additional motivation as well: two sons in the army, one of whom, at age 22, has been to Iraq three times. She found a fun, creative way to do it with her front window display. The window included a silver tree with red and blue ornaments, stuffed elves holding little American flags, and a red train with an American flag in it. The backdrop is a full-size American flag. "We wanted all shoppers to take a few minutes and think about where some of our men and women are," says Cindy.

one amazing lady

Is there something about being a florist that guarantees longevity? Mrs. Elsie Seifert would be one of those. She celebrated her 90th birthday last year—and she's still going strong, after working as a florist for 72 years. At **Seifert's Florist** in Baltimore, MD, Mrs. Seifert is known for her cemetery pieces. She works all year to display hundreds of her hand-made silk items at the shop's annual open house. Seifert's itself was established in 1900 and has been a loyal Teleflora member since 1972.



Top Member Glenn Bryan of **Halls Flower Shop** in Leesburg, FL looks might proud of his plaque, his staff, and one of his fully restored antique autos.

Three generations of florists at **Janie Beane Florist** in Clearwater, FL include Janie Beane herself, her daughter Lu Cushing, and Lu's daughter Sharon (back right); Sharon's birthday was the occasion for a staff outing.



At **Skip's Florist** and Christmas House in Holiday, FL, Skip Maslowski posed with staff in front of the shop's "chocolate" Christmas tree. Yum!



With 600 in attendance, it was quite a successful open house! Teleflora's Suzi Lawrence was there visiting Harold and Linda Harman of **Walter's Flowers** in El Dorado, KS.

* 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.



Congrats to Dave and Pat Allaire of **Hubbard Florist** in Bristol, CT, who were recognized as Top 2000 Teleflora members.

In Marlborough, CT, Leah Miner, owner of **It's So Ranunculus**, decided to frame one of the Teleflora "Save the Florists" campaign ads and put it right by the counter. "It's a great conversation starter with customers," she says.



Around Thanksgiving time, Teleflora's Bob Hurley dropped in on these florists in Massachusetts, among others, delivering cookies and holiday cheer: James and Martha Prestandrea at **Tenderleaf Gardens** in Norwell, MA and Lisa MacCloud at **Flowers & Festivities** in Scituate, MA.

awesome in the empire state

Top members in New York state include Frank Soriano at **House of Flowers** in Mamaroneck, NY and Linda and Jeff Mayer at **Mayers Flower Cottage** in Patchogue, NY... At **Sammy's Famous Fruit Baskets** in Williamsville, NY, in November, owner Sam Ceravlo took an order on his Dove POS system, while **Shelly's Florist** (also in Williamsville) made the most of the shop's extensive display windows.



oklahomans for education

In November, the Teleflora Oklahoma Unit Board met in the home of Jim and Lynda Gervais of **Ann's Secret Garden** in Bethany. Also present were (left to right, front row): Bruce Vandegriff of **Flowers by Sally Ann** in Broken Arrow and Territory Sales Manager Suzi Lawrence; (back row): Erin Pinkston of **A Bloom Above the Rest** in Edmond; Janet Radebaugh of **Hain's Flowers & Gifts** in Bartlesville; Sue Kendall of **Kendall's Flowers** in Chickasha; incoming unit president Ronn Doby of **Southpark Florist** in Tulsa; outgoing president Becky Hearon of **Cagle's Flowers & Gifts** in Muskogee; Jim Gervais; and Jon Reynolds of **Florist on the Square** in Tulsa.



merchandising tips and tricks



Teleflora's Red Hot Bouquet (10V100B)

Scatter Red Hot candies around the bouquet in front of the in-store poster provided by Teleflora for a fun and playful display. Consider upgrading the mixed flower bouquet to a dozen red roses for walk-in customers. Keep this vase displayed in your shop year round and use it for everyday love, romance and anniversary orders.



Teleflora's Ruby Nights Bouquet (10V200B)

Group vases on a shelf and light them from below with LED lights to show off the elegant red-tinted glass. Create a playful "ruby" display by scattering red glass chips or oversized faux rubies on the shelf. Keep one by the register for customers to see and feel the exquisite craftsmanship of its scalloped rim and weighted base.



Teleflora's Two-Lips Bouquet (10B300B)

Float a single open rose in the vase and place it at checkout, or display the vase as a votive holder so your customers will know they can use it for years to come. Suggest this product to anyone looking for something different and delightful. This is a great container for Valentine's Day, Spring and even Summer.



Teleflora's Heart of Hearts Bouquet (10V400B)

Group the bowls on a shelf and display with Valentine hearts pasted on the wall behind. Scatter confetti and incorporate a sign reading "For the One that Stole Your Heart." Tuck heart lollipops into a few of the vases as part of the display or to give out by your register. Lengths of curly ribbon also add a festive touch.

new look for eFlorist homepages

Making a good first impression is key to starting a relationship off right. For eFlorist members, the first thing most customers see is your website's homepage. On the night of December 7, most eFlorist sites were updated with one of three new homepage layouts, each designed to give a fresh look to the way products are presented on the homepage, even while the site retains the overall design that was chosen by the florist.

The layouts feature between three and six items along with new tiles and banners that advertise seasonal products and promotions. Most eFlorist sites were updated automatically, but if your site uses a custom template or has had extensive customization, it was not changed. If you have one of these sites and would like to upgrade to one of these new layouts, please contact Web Services at 866.983.3932 or webmaster@teleflora.com.

For more information about these new layouts and other eFlorist enhancements, please visit the eFlorist Service Center on the new MyTeleflora.com. Stay tuned for more improvements in the coming months!



the teleflora difference continues to make a statement...

on television...



As consumers got ready to buy holiday flowers this season, we were determined to show the value of the Teleflora Difference. Teleflora's holiday TV commercial used lighthearted humor to demonstrate that boxed bouquets are not OK. Instead, hand-arranged, hand-delivered bouquets from local Teleflora florists are the best choice when sending flowers to family and friends this season. Millions of potential holiday flower buyers tuned in to the major stations from December 16-22 to see the Teleflora Difference in action. And that translated to more business for your floral shop!



Look for us again, Sunday, February 7th during the Super Bowl as we continue to drive home the Teleflora Difference to floral customers nationwide.

online...

BRANDWEEK

The December 14th issue of BrandWeek featured a Q&A with Teleflora's very own Shawn Weidmann regarding the holiday commercial. Shawn did a great job weaving in messaging about how Teleflora has used broadcast advertising this past year to generate additional awareness of the company and the "Teleflora difference." In addition, Shawn mentioned our current Save the Florist campaign, which inspired the new spot.

BrandWeek provides a wide range of business information for and about the brand marketing industry, from big-budget ad campaigns to under-the-radar "street" efforts. The article also ran online. The magazine has a weekly circulation of 25,651 and receives 162,420 unique monthly visitors.

and in print!



The December issue of Harper's Bazaar includes Teleflora's Rising Sun Bouquet in its holiday gift guide and promotes the idea of giving flowers on a regular basis. This gift guide was also available online. Harper's Bazaar is considered the fashion resource for women who are the first to buy the best, from casual to couture, and has a monthly

circulation of 722,058. The website receives more than 12 million unique visitors a month.

Teleflora bouquets were also featured in The Trentonian, Woman's World and The National Examiner.



myteleflora.com:

new user-friendly features available now

No doubt you've noticed the new fresh look at MyTeleflora.com. But our makeover of the website that's designed to be your resource center for all things Teleflora isn't just a facelift. We listened to your comments and added or enhanced features that relate to recipes, clearinghouse statements, credit-card processing data and more.

Now, as soon as you log on to MyTeleflora.com, you see a quick-access tool bar across the top. The tool bar shows up on every page. Its handy icons allow you quick access to clearinghouse statements, eSAT (for eFlorist users), recipes, credit card processing, marketing kits, the new Florist blog and your very own MyMail Account.

Clearinghouse statement Click on this icon to bring up your clearinghouse statement. From here you are able to view, save or print your current statement, or select a past statement.

eSAT Just for eFlorist members! With a click on this icon, you'll launch the eSAT website, so you can make changes, view website reports and keep up with eFlorist news.



Search recipes This icon takes you directly to our new recipe search page. With a new "smart" search for recipes, you can still find what you are searching for even if you misspell the arrangement name. In one search box, you can enter the product ID number, the product name, a partial product name, or even a partial product ID to locate the right recipe. For example: If you are looking for the Valentine's Day product for 2010, simply type 10V in the box, and the Valentine's Day recipes for 2010 will show up. Or, if you are looking for a recipe that has "sweet" in the product name, just type "sweet" in the recipe search box.

Credit card processing This icon takes you directly to the credit card processing forms.

Marketing kits This icon is for easy access to our marketing kits, published quarterly.



Florist blog Here's something new—check it out! The florist blog is now your area to connect one-on-one with other Teleflora members to learn new ideas, share pictures and videos.



Other improvements to MyTeleflora.com include a new recipe page that features the recipe, product ID and image at the top of the page, so you no longer have to scroll for the important information!

Log on to the new and improved myteleflora.com today!