

# myteleflora

{news}



great display ideas  
for dad's day  
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## faith hill partnership will continue to produce outstanding results

Albert Einstein said that to achieve success, "You have to learn the rules of the game. And then you have to play better than anyone else."

Your record-breaking performance at Valentine's Day perfectly illustrated that point and I'm confident that Mother's Day will provide yet another example.

More and more Americans are turning to Teleflora's bouquets, hand-arranged and hand-delivered by local florists, to make the holiday memorable and honor these very special women.

Driving that awareness is our fantastic partnership with Faith Hill, an A-list entertainer, mother of three girls, longtime flower lover and Teleflora fan. Faith's immense popularity and our reputation for quality made our Super Bowl commercial a hit with millions of viewers.

Next up: our Mother's Day commercial and specially designed Faith Hill Mother's Day bouquets will help us leverage this holiday to maximum advantage, meaning more orders for your floral shops.

Additionally, in February, our marketing and PR folks met with about a dozen editors of women's lifestyle publications in New York City to publicize the Faith Hill line and introduce them to the rich diversity that Teleflora and its network of member florists has to offer.

And those of you who have eFlorist websites will have an additional way to connect with customers this Mother's Day: mobile websites. The sites have been formatted to work with the most widely used mobile devices, including iPhone, BlackBerry and Android models. Customers who visit your site using a smartphone can shop just as they would on your full-size site. There's no app to purchase or download, and you don't have to do a thing to activate the site. Every eFlorist member has been given a mobile site automatically, at no additional cost.

Mobile sites have the same functionality and security features of your full-size site. They'll also feature the same products, so you don't have to worry about setting up a separate line-up for the site. As always, we encourage you to add custom products to your site to help differentiate your shop and showcase your design skills. For more information about your mobile eFlorist sites, visit the eFlorist Resource Center on MyTeleflora.com.

As you gear up for another whirlwind holiday, know in advance that we deeply appreciate your unmatched artistry, commitment and versatility. We couldn't do it without you.

Happy Mother's Day.

Sincerely,

shawn weidmann {president of teleflora}



# learning how to design to win



For most floral artists, the study of design is a life-long pursuit. While the principles and elements of design don't change, the techniques, styles and forms continue to evolve. An enthusiastic group of designers converged in mid-March at the Teleflora Education Center in Oklahoma City to learn the key differences between commercial design and competitive design. Taught by Kevin Ylvisaker AIFD, PFCI of Milwaukee, WI, the four-day class was held for the second consecutive year at the Education Center.

Some students attending were interested in competing in their state contests or national ones. Others were pursuing national certification for their design talent. Everyone came away with a better sense of their strengths and also some areas that need improvement. Each hands-on exercise was timed—and then judged by others in the class and even the design's creator. (Most learned that they are much tougher on themselves than any judge could ever be!)

"This class really gave me the insights I was looking for about where I was in my personal level of growth as a designer," said Lee Harnack of **Wild Rose Floral** in Fergus Falls, MN, one of the class participants.

## upcoming classes:

June 5-8, 2011

**Sympathy Expressions**

Instructor: Wilton Hardy AIFD PFCI AAF

June 26-29, 2011

**Weddings TODAY: Bouquets with Style**

Instructor: Bert Ford AIFD PFCI

## a word from tom

### while you're busy, make a plan to stay that way



As you read this newsletter, you're mostly likely caught up in preparations for Easter, Secretaries' Day, Mother's Day and prom season. With Easter arriving late, all of these flower-buying occasions seem even more tightly packed together than usual this year. It's a busy time—a time when it's easy to get caught up in the day-to-day and lose sight of the big picture.

But now is also a good time for taking notes. Over the next month, you'll have plenty of opportunities to interact with customers and to observe how your shop functions when it's working at capacity. What do you see?

You'll be an even better observer if you make a commitment now to learn, evaluate, and move ahead during the summer. There are many ways to gather ideas, information and advice. Teleflora's business newsletters are loaded with them.

Even better, sign up for a class or conference. On June 22-23, for a day and a half in Dallas (just before the Dallas Market), the Society of American Florists will sponsor its second mini-conference for florists, called "Growth Solutions." Last year's conference drew raves from those who attended. (For information, call 800.336.4743.)

Later in the summer (August 28-31), the Teleflora Education Center will host its annual Business Smarts Summit, another excellent opportunity to get the kind of perspective that can take your florist business to a new level of success. (Call the Education Center at 800.456.7890.)

These events are limited in attendance and they do sell out, because plenty of smart florists know they can't afford not to go. Why don't you join them?

A handwritten signature in black ink that reads "Tom Butler". The signature is fluid and cursive.

tom butler {chairman of teleflora}

# teleflora members out and about

## new mexico

In New Mexico, a top 500 member award went to Scott and Debbie McGee, owners of **Broadway Gifts and Flowers** in Farmington.



## designer of the year!

Congratulations to Maria Buskirk of **Maria's Your Marshall Flower Shop** in Marshall, IL, who won Designer of the Year at the Illinois State Florists Association Spring Conference last month. Maria bested stiff competition from the Prairie State to emerge at the top. She is pictured with Teleflora Territory Sales Manager Don Ball.



## wisconsin

Teleflora's Dan Natalizio visited top members in Wisconsin and sent us these smiling faces: Debbie Freeburg at **Bev's Floral** in Stevens Point (seen here with Dan), Lisa and Jerry Laatch from **Falls Florist & Greenhouse** in Black River Falls, Seth, Lizz and Chuck Koenig from **Hefko Floral** in



Marshfield, manager Tammy Fochs at **Krueger Floral** in Wausau, Lacy O'Connell and Jennifer from **Lakeview Floral** in Menomonie, and Curt Adel from **Lee's Flowers** in Racine.

## the flower power project



Wouldn't it be nice to spread the word about how flowers can bring joy into the lives of people who need cheering up? Rakini Chinery, of **Allan's Flowers** in Prescott, AZ thought it would, and decided to create the Flower Power Project. It's similar in concept to Teleflora's Make Someone Smile Week, except that it goes on all year long! Participants in the project are local florists who commit to deliver just one arrangement each week to an elderly care facility or hospice, where the arrangement will be given to the person who needs the most cheering up. Rakini has already developed a logo and a Facebook page; a website is underway. She also launched an email campaign reaching out to

florists in Arizona, with help from the Phoenix branch of Mayesh Wholesale. "I believe this project has the capacity to go national," she says. Good luck, Rakini! And thanks to A Storybook Moment Photography for the shot of Rakini delivering flowers to Betty at The Peridot in Prescott. For information, search "Flower Power Project" on Facebook or email [allansflowers@gmail.com](mailto:allansflowers@gmail.com).

\* 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](mailto:newsletter@teleflora.com).

## a friendly paw...or two

At Brady's of **Bay City**, in Bay City, TX, florist Charles Townsend has an employee who performs the functions of shop greeter to perfection. His name is Oakley, he loves his job, and so far he has never asked for a raise.



## south dakota

In South Dakota, Teleflora's Rick Morrissey presented a top-member award to Kathy Zortman at **Petal Pusher** in North Sioux City.



## first among their peers

At this year's Great Lakes Floral Expo, **Crystal Springs Florist and Greenhouses** of Benton Harbor, MI (in business since 1947) was named Retailer of the Year for 2011 by the Michigan Floral Association. The award is given "in recognition and appreciation of the unselfish labor



and achievement for the advancement of the floricultural industry." Teleflora's Tom Butler and Kathy Petz were on hand along with owners Lisa and Russell Siegert and their staff. Seen in the photo are Tom, Lisa and Russell, Shaya Sherwood, Kathy, and Loma Fowler AIFD, CF.

## promoting flowers on air

How often do you get a chance to explain to the general public, "Here's how to get the best value possible when you order flowers"? And if someone handed you a platform to do that, how well do you think you would do? Last month, Brad Weinstein at **Petals and Stems** in Dallas, TX, got a call inviting him to be on a popular local radio show called Credit, Money & Life, with about 15,000 listeners. The show was taped live, then rebroadcast and also podcast. "The main point I stressed was to develop a rapport with your local florist," says Brad (at center in the photo, with show hosts Richard Redig and Chris Mills). "I also talked about the difference between your local florist and an order gatherer, what the charges are." Brad says he's not an experienced public speaker, but felt comfortable talking ad lib about flowers. "Most florists," he says, "if they're passionate about the business, are going to know what to say right then and there." You can hear the interview on the show website: <http://creditmoneyandlife.com>.



## oklahoma

Teleflora's David Graham and chairman Tom Butler were on hand as Maggie Barrett of **Trochta's Flowers and Greenhouses** in Oklahoma City, OK, received a plaque recognizing her as one of Teleflora's Top 100—the only shop in the state to qualify. Trochta's has specialized in plants and floral

arrangements since the early 1950s. In the past year, Maggie purchased Teleflora's top-of-the-line RTI shop management system. Congratulations, Maggie!

## stems&bunches holiday check list:

What's the first thing you need for a successful Easter, Secretary's Day and Mother's Day? Fresh flowers! As fresh as possible—at the right price and in all the right varieties. Are you covered for the flowers listed here? The prequalified growers in the Stems&Bunches network have been working hard to make sure you will have a plentiful supply of the following (and more!), direct from their farms to your door:

- Easter Lilies
- Roses
- Spray Roses
- Tulips
- Carns and Mini Carns
- Chrysanthemums
- Alstroemeria
- Fillers
- Hydrangea
- Floral Foam and Nutrients

If you need help in filling any or all of these needs, call on Stems&Bunches! Please visit [stemsandbunches.com](http://stemsandbunches.com) or call 800.794.8288 and ask to speak with your account manager today.



## eFlorist mobile sites are a go!

Mobile versions of Teleflora's industry-leading eFlorist sites are now live! Mother's Day shoppers can now purchase flowers from you no matter where they are. Mobile sites have been designed to work on the most widely used devices, including iPhone, BlackBerry and Android models. Customers type your shop's web address into their mobile device the same way they would on a computer; they'll be automatically redirected to a mobile version of your site designed for their particular device.

Customers will be able to:

- View the same products displayed on your full-size site
- Access their address book by logging into their account
- Make a purchase using any major credit card
- Receive confirmation of their purchase through an automatic email
- Earn rewards points with every purchase

Changes to the product line-up on your eFlorist site will be reflected on the mobile version of your site automatically! The eFlorist Self Administration Tool (eSAT) is available 24/7, so you can log in to make changes to both sites simultaneously. If you would like to change your mobile product line-up so it's different from your full-size site, you can do so by contacting Web Services.

The best part: Orders placed through your mobile site will come through your Dove or other POS system just like regular eFlorist orders! There is no additional bookkeeping to do and no extra step to process each order.

*spread the mobile message!*

The eFlorist member who gets the first mobile order on Friday, April 15, 2011\* will win a brand new iPad2! Increase your chances to win by telling all of your customers about your new mobile site!

*\*Orders will be tracked starting at 12:00 midnight Central Time. Must be a current eFlorist member in good standing to be eligible. Orders placed by shop owners, staff, or relatives of either will not qualify.*

## display ideas for dad's day

### WEBER® King of the Grill by Teleflora

Create a BBQ setting with a full-sized grill, a picnic table and a red checked tablecloth. Place Teleflora WEBER® grills on the picnic table, loaded with ketchup and mustard packets and other BBQ essentials to display one possible after use. Don't forget to include a WEBER King of the Grill Bouquet as the centerpiece.

### Teleflora's Big Hit Mug

Create a baseball field display using wheatgrass, baseball caps, bats, and gloves and fill Big Hit Mugs with peanuts and popcorn. Fill a galvanized bucket with real baseballs (use paper or Styrofoam to fill the bucket almost to the top, then add just a layer of balls on top), and tuck in some Big Hit Mugs. Stick a few pennants with the names of your area's favorite teams (could even be a local little league or school team). Include baseball memorabilia or baseball posters as a finishing touch.

### Teleflora's '48 Ford Pickup

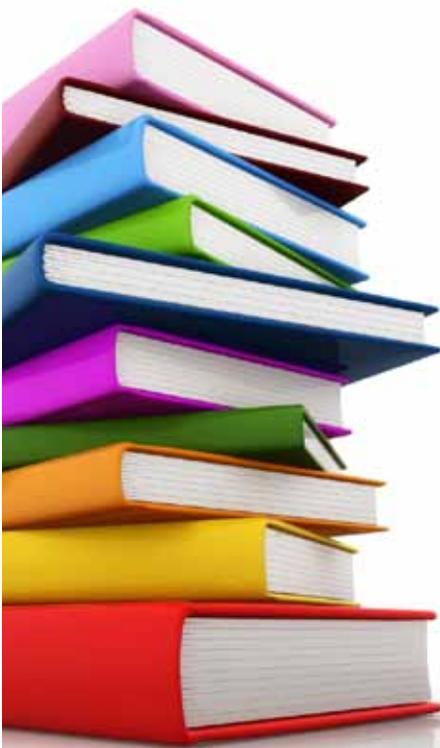
Create a miniature Ford "car dealership" with colorful helium balloons and a Ford sign (save an image off the internet, blow it up and print it out). Line up some of the trucks in a row, next to a backdrop that looks like an "open road" with a dotted white line down the center and street signs.



## leading kids to books

On Thursday, March 3rd, more than 240 people celebrated the "Believe in Kids Scrabble Event" sponsored by BookEnds, a nonprofit organization that believes every child has a right to be surrounded by books to inspire, enthrall and excite them. The event exceeded the previous year's revenue, which provides the critical operational support for the BookEnds program.

It was a magical evening as guests mingled amongst their friends and fellow BookEnds supporters through the huge silent auction and delicious buffet, accompanied by beautiful bouquets courtesy of Teleflora and Edelweiss Flower Boutique. The guests avidly played Scrabble, filling the room with laughter and concentration for a truly enjoyable time.



## fsg update kit 11.2

The second FSG Update Kit is on its way! Be sure to open it up and start merchandising and marketing your shop for Mother's Day. This kit includes multiple marketing tools to help you grow your business.



### Included in this kit:

- Kit instruction sheet
- FSG Counter Book pages
- FSG Workbook pages
- Mother's Day in-store posters
- Father's Day in-store posters
- Faith Hill in-store posters
- Everyday in-store posters
- Pricing stickers
- Mother's Day counter mat insert
- Father's Day counter mat insert
- Reusable floral display tags
- Black grease pencil (for floral tags)
- All Occasion Guide sample



When your kit arrives, be sure to update your FSG Counter Book and Workbook with the new pages, as well as display holiday appropriate posters and counter mat insert.

The included floral display tags, featuring the top 8 selling flowers, are for you to use to price out flowers per stem in your display cooler. Be sure to use the grease pencil included with your kit when writing on the tags! When you need to change the pricing, just clean the grease pencil off with a towel.

Also, be sure to take a close look at the sample of the All Occasion Guide that is included. This 16-page guide features top selling everyday products and is excellent for mailing, sales counter displays and as a bouquet stuffer. If you would like to order copies of the All Occasion Guide for your shop, call 800.333.0205.

## pricing made easy

There are many tasks in a flower shop that require creativity, but pricing products shouldn't be one of them. Too much is at stake. Sell for too little and you'll lose money; sell for too much and you may not be competitive in your marketplace. Thankfully, florists using Teleflora's pricing tool can eliminate the guesswork when determining new and seasonal product pricing.

### industry benchmarks for pricing

Bench Labor: 20%

High-Intensity Labor: 50%

Perishables Markup: 3.5 X

Hardgoods Markup: 2.0 X

These targets should deliver a Cost of Goods Sold of less than 33% of the selling price—well within guidelines for profitability.

The pricing program, which was distributed with your Floral Selection Guide, is regularly updated with new product information and suggested pricing. This easy-to-use program allows you to set default markup values for flowers, foliages, plants, hardgoods, and especially labor charges for an entire product category or by individual arrangement. You can also modify prices for particular flowers to more accurately reflect your actual costs during holiday times. Once complete, you can export your price list for use in your point-of-sale or other systems. The program can also be used to price an unlimited number of your own custom products.

To download the pricing tool or get the latest product updates, which include Mother's Day products, visit [MyTeleflora.com](http://MyTeleflora.com).

## marketer of the month



### give some, get some

It's simple but effective: every month at **London Florist, Greenhouses and Garden Center** in London, OH, on the first working day of the month, Pamela Peterman draws a name from among those submitted by customers and potential customers. That person—and the person who nominated him or her—gets a free bouquet. (Both recipients must be within the shop's delivery area.)

The giveaway generates a lot of goodwill and interest. "Folks who nominated the person who got the bouquet often stop in, just to say how much it brightened that person's day," says Pamela. "Or the recipients call and say things like, 'This couldn't have come at a better time.' It just feels good all around." The giveaway also draws attention to the shop's seasonal offerings, since it is a different bouquet every month, with a retail value between \$25 and \$30 (like the one shown).

The key, of course, is to promote the concept, which London Florist does in every medium they use to communicate with customers—including on Facebook, on the phone, and in person. Customers can also nominate someone in any of these ways. Plus, there is a box in the shop for dropping in the name of a nominee, with forms provided that give Pamela all she needs to know to follow up.

Sometimes it doesn't take much to generate some buzz—just a good idea and the time and effort to share it.



\* Do you have a story about a program or promotion that has worked for you? If so, write us at [newsletter@teleflora.com](mailto: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!