

remote access for your POS system

A new remote access solution is now available for Dove POS and Eagle users. Remote access will give you the ability to log in to your Dove POS or Eagle system from another computer outside of your shop! Shops will need to be on the latest version of their software and have high-speed Internet.



Remote Access has a monthly service charge of \$20* and a one-time setup fee of \$10*. You can connect directly from your home computer to your POS system or directly from your laptop to your POS system.

For more information, contact your POS support team.

*For each remotely connected computer. Shops will need to be on either Dove POS 5 or Eagle 8. It is important to note that if a user is remotely accessing the POS system, then a user in the shop cannot use one of the workstations at the same time.

breaking news!

the new floral selection guide is coming soon!



We are in production on what is shaping up to be our most beautiful and well-merchandised Floral Selection Guide ever published!

The guide will feature roughly 500 fresh, new floral arrangements, all with beautifully styled, high-quality photography.

Based on over 3 years of research and selling history from our florists and consumers, the arrangement selection has been strategically developed to include an optimal mix of all-new bouquets and updates of past best-sellers.



The arrangements are being designed and developed with the input of top floral designers from around the country to reflect a range of regional design styles.

The new guide will also feature 14 easy-to-shop sections organized by theme and occasion (including all-new Wedding and Sympathy sections).



Based on extensive feedback from you, our member florists, we've designed the new FSG Counter Book to be much lighter, slightly more compact, and more durable in its construction -- featuring 100% waterproof pages in both the Counter Book AND the Workbook.

We will be communicating more details and important dates as soon as they are available. In the meantime, if you would like more information and to see a sneak peek of some of the gorgeous photography that will be featured in the upcoming selection guide, log on to myteleflora.com.

AUGUST 2010

myteleflora {news}

new floral selection guide
is coming! get details on
{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	teleflora {technologies}	8
member {spotlight}	4 & 5	breaking {news!}	8



eFlorist's new designs, widescreen format power up your sales

More than ever before, a website wins business for your floral shop. Online shoppers spend hundreds of millions each year with retailers who offer strong visuals, clean design and easy navigation. If you don't have a site, or your site doesn't deliver top functionality, you are likely losing business to a competitor who does.

Internet orders provide higher profit margins and direct business to your shop. That's because not only do you get 100% of the order, but one online purchase typically drives at least two more transactions, in person or over the phone. Additionally, a website allows your shop to accept orders 24/7.

So I'm very pleased to tell you that eFlorist is now bigger and better. You may have already seen the hundreds of new site templates and noticed the new widescreen format. To check out the new collection and learn about migration plans for existing members, please go to www.efflorist4me.com.

The fresh designs and bigger dimensions enable you to increase the real estate of your homepage and display more products and special promotions. More interactive elements invite more targeted actions, and an aesthetically appealing site will attract customers. This means more sales for your shop.

State-of-the-art features of this exciting launch include:

- enhanced look and feel capabilities,
- more interactive options, such as clickable tiles, buttons and banners,
- social media opportunities and animation,
- improved site search functions.

Whether you are a new or existing user, when you consider the many benefits and low cost of Teleflora's eFlorist program, you'll see that it's clearly the best route to providing you terrific value for your money and giving your floral shop a robust, engaging and distinctive online presence.

As always, we offer technical support and strategies to drive more orders to your site, including search engine optimization (SEO), marketing emails, merchandising best practices and many more. For example, email marketing lets you thank your customers, stay in touch and remind them of special occasions. You also have access to statistical analysis in the eFlorist self administrative tool (eSAT) located in myteleflora.com. This enables you to track sales and traffic trends, such as your top 50 products and top 50 referrals.

Building and maintaining a website is critical to compete in today's marketplace. In fact, it may be one of the most important decisions you ever make. We're extremely proud that our technology leads the industry and top-performing florists can attest to the power of eFlorist. Now is the time to tap that power—for extraordinary websites and extraordinary results.

Sincerely,

shawn weidmann {president of teleflora}

teleflora supports AIFD

This summer's national AIFD Symposium in Boston was a smashing success! And Teleflora was there in spades, supporting AIFD's educational mission as an AIFD Platinum Elite Sponsor. Rich Salvaggio AIFD, AAF, PFCI, Teleflora's Vice-President of Industry Relations and Publications,



delivered a spectacular wedding program (at left), with assistance from many of the Teleflora Education Specialists. Bert Ford AIFD was also a presenter at this summer's AIFD Symposium (below). Indeed, the Teleflora "Ed Spec" team is active in the leadership of AIFD (the American Institute of Floral Designers), including current AIFD President Sharon McGukin AIFD, AAF, PFCI (bottom photo)



and President-Elect Tom Bowling AIFD, PFCI. The team includes six AIFD past presidents and three "Fellows" of AIFD, the institute's highest honor. Look for a more complete report on Symposium in the September issue of *Flowers&* magazine.

what do brides want?

Wedding trends—and the design techniques that support them—were a big part of the “Wedding Bouquets and Flowers to Wear” class at the Teleflora Education Center in June. Susan Ayala AIFD taught the class, which was sold out. Students loved the ideas she shared, including how to create a signature style.

So what’s in? Brides are asking for:

- Feathers! (to tickle your fancy)
- Bling! (who doesn’t love something sparkly?)
- Fashion flowers (orchids, callas, lilies, hydrangea)
- “Finds” (butterflies, eggs, birds – so fun!)
- Decorative handles (ribbon, jewels, beads, etc.)
- Riots of ribbon (all widths, textures and colors)
- Sculptural foliage used as a flower would be
- Composite flowers



upcoming classes:

August 29-September 1, 2010
Business Smarts Summit: Operating a Successful Retail Flower Shop

September 19-22, 2010
Creative Edge: East/West Fusion
 Instructor: Hitomi Gilliam AIFD

a word from tom

the teleflora floral selection guide changes with the times



Toni Garner at Toni's Flowers in Tulsa, OK is one of the many florists who use the Teleflora Floral Selection Guide. I enjoyed chatting with her this summer at the Oklahoma State Florist Convention.

To me, the beauty of this industry has always been the way individual flower shops continue to deliver the kind of personalized, professional service to their communities that only small businesses can do—and at the same time, join together in a network of mutual support, with national marketing muscle.

The Teleflora Floral Selection Guide is a prime example of that. Member florists tell me all the time how useful they find the FSG to be as a marketing tool. “We keep it on our consultation table, and people look through it to get ideas,” was a comment I heard recently from Toni Garner at Toni's Flowers in Tulsa, OK. Toni likes the quality of the color photographs and the way the FSG is organized. She finds the sympathy section especially helpful: “We keep lots of things made up, but you don’t usually have a casket spray on hand for people to see.”

But just like everything else, the Floral Selection Guide needs to keep up with the latest trends in flowers and in marketing. At Teleflora, we’ve been working on an updated version of the guide that’s due to be delivered to shops in the fall—just in time for the Christmas selling season. But you can get a sneak peek at the new guide right now on MyTeleflora.com.

We’re very proud of the new floral selection guide. It’s based on over three years of research and selling history from our florists and from consumers. Based on your feedback, it will be slightly more compact, lighter and more durable than the old guide. It will include “web bouquets,” so you only have to sell and work from one book. And of course, the arrangements will be designed to help you sell, sell, sell, whether it’s for wire orders or for local delivery.

We hope you enjoy the new guide and use it to the max. It’s a new product that upholds a long tradition.

Tom Butler

tom butler {chairman of teleflora}

members near and far...

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



the gift of memory

A resident at the Masonic Home of Virginia, a nursing home, is a former florist, now afflicted with Alzheimer's disease. Hearing of her plight, Victoria Zachary of **Flowerama** in Richmond, VA, has been donating flowers that are a little past their prime so that the resident can arrange them for the benefit of others in the home. Arranging flowers, it seems, is one of the few things she can still do that gives her pleasure. In turn, the vases are set out around the home where others can enjoy them. It seems a little generosity goes a long way.

survival + stardust

How do you stay strong in an economic downturn? After 30 years in business, Margaret and Val Cluceru at **Nobu Florist & Events** in Stamford, CT have continued to thrive, thanks to such strategies as: reminder calls to customers (a week ahead) for birthdays and anniversaries; making all deliveries with their own, branded and highly visible delivery van; and donating flowers to worthy causes in the community. It doesn't hurt to have film crews in the city that sometimes need flowers or a flower-shop location. Who doesn't want to stand that close to Robert De Niro?



building loyalty with t-shirts

"I went out for dinner one night, looked up and there was someone wearing a t-shirt with my shop's name on the back," remembers Linda Brown of **Linda Brown's Floral** in Donegal, PA. "That was nice." Linda donates the shirts as part of her sponsorship of a class at a local elementary school. Together with design versatility and highly regarded customer service, the community connection has contributed a lot to the shop's success over 25 years in business. A Teleflora member from the beginning, Linda just purchased a Teleflora POS system—suggesting she is poised for even greater success in the next 25 years.



making history

Last month, the Teleflora Education Center got a visit from Peggi Ridgway, editor of the Bloomin' News—the newsletter of the Los Angeles Flower Market. Peggi is also the author of *Sending Flowers to America*, an illustrated history of the flower business in southern California, from its beginnings in the 1800s to the present. Seen in the photo, from left to right, are Teleflora Education Specialist Kevin Ylvisaker, Peggi, Teleflora Vice President of Education Marie Ackerman, and Chairman Tom Butler.



a dual celebration

Recently Tom Butler and Herman Meinders of Teleflora visited Mark and Jane Knox, of **Mark Knox Flowers** in Odessa, TX, to present a Teleflora plaque in celebration of the shop's 50th anniversary. During the visit, Mark and Jane shared with Tom and Herman that the shop was recently named the 2010 "Entrepreneur of the Year" by the Odessa Chamber of Commerce. "At Teleflora, we have long admired Mark and Jane," said Herman. "We are proud that they belong to the Teleflora network." From left to right in the photo: Teleflora Chairman Emeritus Herman Meinders; Jane and Mark Knox; and Teleflora Chairman Tom Butler.

sunshine state honors

At its convention in June, the Florida State Florists Association honored Teleflora Education Specialist Hitomi Gilliam AIFD with its "A Place in the Sun" award, recognizing her contributions to floral education. FSFA Executive Secretary and Past President Russ Barley AIFD, AAF, FSMD presented the award to Hitomi; Teleflora Chairman Tom Butler was on hand with congratulations. The next day, Hitomi gave a Teleflora-sponsored program that drew a huge crowd. Teleflora also sponsored the Sunshine Cup Competition; this year's winner

was Deborah De La Flor AIFD, PFCI, seen here with Teleflora's Jim and Pat Vobornik. Also pictured are the three Florida State Florists' Association Master Designers (FSMD) inducted at the convention. They are from left to right: Josh McWilliams, Katie Chesser and Joyce Petty.



tops in utah

"Best of State" is a pretty nice award to get. It's also the name of an organization in Utah that holds an annual awards gala to recognize outstanding achievement in the Beehive State. At **Mildred's Flowers** in Salt Lake City, UT, owner Becky Stark figures she got the award for floral design because of her training in ikebana, which lends a distinctive quality to the work that comes out of her shop. Teleflora Chairman Tom Butler attended the gala awards dinner.



streamlined in Philadelphia

This shop's current location was designed in the 1950s in a very distinctive style. "It's featured in books and websites about neon and '50s architecture," notes Jennifer Kelly of **Stein Your Florist** in Philadelphia, PA. The concept was to build a "greenhouse" flower shop; inside features include drains in the floor and a waterfall. What makes Jennifer even more proud is being voted "Best of Philly" this year. The fourth-generation shop is open every day of the year and delivers to 82 ZIP codes.



kudos to top members!

In the great state of Ohio, top members include Greg Ress at **Pam's Posies** in Fairlawn (far left). In Hillard, Rachel Doty and owner Christine Buroff at **Hillard Floral** recently moved from Top 2000 to Top 1000 (middle photo, top). In Dover, Dalene Page at **Baker Florist** accepted a top-member plaque (along with a POS sales pitch) from Teleflora's Doug Ress. Teleflora's Denise Patchen presented a plaque to designer Sonya Gibson of **Flowerama** in Reynoldsburg, and also to "the Beautiful Botamer Girls" at **Botamer Florist and More** in Elyria.



Top-member florists in Washington State took time this summer to be recognized. Among them were Top 250 florists Jeff Hortin and his sister-in-law Becky Hortin, posing with Teleflora's Laura Ruelas at **Artistry in Flowers** in Olympia, and Steve Barbazette and his staff at **Blitz and Company** in Tacoma. At **Lynch Creek Florist** in Shelton, owner-designer Colleen Hunter was juggling a number of weekend weddings with help from Nancy Peterson, a designer who has worked with Colleen for over 10 years; both were excited to receive Teleflora's Top 2000 award.



* 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.

eFlorist: bigger and better!

If you're an eFlorist member, your site has been converted to a new format! Here's a quick tour of the many improvements:

- Aesthetically appealing designs and color schemes.
- More products displayed on your homepage. Choose from four different homepage layouts, in which you can display between three and thirteen products. One of the available layouts has animation!*
- More interactive features. Clickable banners and buttons appear prominently on your homepage to draw in



visitors. These colorful elements lead visitors to seasonal categories and popular products quickly. You can rely on the eFlorist marketing team to keep these updated by holiday—or you can customize them to promote your own categories and products!

- **New!** Social media links. Link to your blog, MySpace, Facebook or Twitter page right from your homepage! To activate social media links on your site, please contact Web Services.
- **New!** Search for products by price. Customers on a budget can now look for products that fall within a particular price range. Links appear on every page of your site.
- Improved search function. The search function on your site has been improved so visitors can find exactly what they're looking for quickly and easily, which converts into more orders for your shop.

Remember, you can choose from over 60 design and color schemes for your site, and change them as often as you want, at no extra cost. View our entire gallery at eflorist4me.com.

To learn about all of the new features on your eFlorist site, join us Thursday, August 19th for a free webinar all about widescreens. To register, visit efloristuniversity.com today!

*shown above Flower Shop - Blue with homepage layout 1

thanksgiving merchandising tips and tricks



Teleflora's Harvest Centerpiece Bowl: Fill with river rocks and water and float cymbidium orchids in the bowl. Also great for floating candles. Play with levels and put some bowls upside-down and stack to create interesting angles. Fill bowls with grapes, nuts or potpourri.

Teleflora's Falling Leaves Vase: Create a fall backdrop with metallic leaves. Try using real leaves as stencils by spraying the leaves and then removing them to create leaf outlines on your backdrop (play around with colors, angles and layering). Fill vases with wheat, curly willow branches or any fall dried material spray painted gold.



Teleflora's Pine for Me Vase: Display with cinnamon sticks, pinecones or kitchen utensils. Drop in 4" chrysanthemums or kalanchoes to show additional uses to your customers without a lot of effort. This piece is very trans-seasonal. Use it throughout the Christmas season and later on as a gift for men, especially hunters and fishermen.



fun for a cause

On Saturday, July 18th, Sunset Gower Studios hosted Extravaganza for the Senses, a delightful event that offered guests delectable samples from wineries and 40 of the best restaurants in Los Angeles! All proceeds from the evening benefitted



The Saban Free Clinic, which provides a full range of high-quality free medical, dental and social services to the homeless, the uninsured, the working poor, runaway and high-risk youth. This year, the Clinic will



provide nearly 90,000 patient visits to the men, women and children who need them the most.

Besides the free flowing wine and food, guests were also treated to cooking demonstrations from renowned Chef Suzanne Tracht (owner of

Jar and contestant on Top Chef Masters).

Sweets sounds from a live DJ filled the warm night air and those who wanted to kick-back and relax, could indulge in a complimentary massage or partake in a complimentary Tarot card reading.

To complement the evening's look, flower arrangements in red, pink and yellow were spotted around the event site and in the VIP area.

new everyday product

We are happy to announce that our largest collection ever of new everyday containers – 11 in all – has debuted in the Fall 2010 Resource Guide. Each of these new everyday containers, as well as many of our classic everyday containers, will be featured in the new Teleflora Floral Selection Guide that will release this fall.

Be sure to take a look on pages 50-78 of your new Fall Resource guide to see all of these new products in detail. Codification deadline for the new products featured in the FSG is 9/20/10 so be sure to order early and stock up!

To order, call 800.333.0205.



life is better with standing orders

Looking to save time and lower costs? Standing orders for fresh cut flowers offer these and other benefits:

1. When you find a price you like, lock it in for the whole year. Standing-order pricing is more favorable than open-market pricing, and it is guaranteed for the length of the contract. The risks and uncertainty of exchange-rate fluctuations and increases in flower pricing due to changes in fuel or fertilizer prices become someone else's problem. You will know today the cost of your fresh cut flowers for the full year, which in turn helps you plan your pricing and manage your shop's profitability.

2. As a courtesy to standing-order customers, your standing order doubles at both Valentine's and Mother's Day. As you know, consumers are less price-sensitive at these times of the year, so you can enjoy higher profits.

3. Finally, enjoy the peace of mind of knowing that your flowers will arrive like clockwork on the day of your choosing. You plan the delivery once, and you don't have to think about it again.

August is a great time of year to lock in your standing orders to prepare for the upcoming holidays. Through stems&bunches, Teleflora members have exclusive access to some fantastic standing-order pricing. Here are a few examples:

- Carnations from Alborada, starting from \$0.35/stem
- Alstroemeria from Alborada, starting from \$0.41/stem
- Spray roses from Tierra Colombia, starting from \$0.59/stem
- Roses from Alborada, starting from \$0.55/stem
- Mini-Calla lilies from Gallant, starting from \$0.72/stem
- Gerbera daisies from Alborada, starting from \$0.79/stem
- Lastly, a new product we are excited about, hydrangea from Medellin, starting from \$2.25/stem!

Please call stems&bunches at 800.794.8288 or email StemsOrders@teleflora.com to book your standing order today!

