

eFlorists, claim ALL of your online listings

By now, you've heard us tell you to claim your Google listing, oh, about a gazillion times. It's still very important, as almost two-thirds of online searches are done through Google. However, there are a number of other directories that your eFlorist site is now listed on for free. These listings provide even more ways for online customers to find you.

Basic information, including your shop address, phone number(s) and eFlorist web address, is now listed automatically on these sites:

- Google • Yahoo • Bing • Facebook • Yellowpages.com • Yelp • ...and more!

To see a complete list of directories in which you're included, visit the eFlorist Service Center on MyTeleflora.com. There you'll also find instructions for claiming your listing on a number of major directories. Most have a similar process, so once you claim one, you'll be prepared for the rest.

If you've claimed your Google listing, you're off to a great start, but to really solidify your online presence, you should claim your listings on as many sites as you can. This guarantees that your information is accurate and that no one else can poach your listing.

Now get out there and claim your turf! Visit the eFlorist Service Center on MyTeleflora.com to get started today.

marketer of the month



a special Valentine delivery with no siren, just flowers

Joining together with two other businesses—a jewelry store and a restaurant—to promote Valentine's Day last year, Elaine and Stephen Hinchey (seen in the photo) of **Heaven Scent Design** in Gilford, NH were able to offer a sweepstakes with a really spectacular grand prize: roses, locally made chocolate, dinner and a set of diamond earrings (total value: \$800).



That by itself probably would have been enough to lure customers to do business with any of these retailers. But Elaine had an idea to cap it off and get extra publicity for the promotion and especially for her shop: she persuaded her friend John Markland, who just happens to be the Gilford Police Chief, to make Valentine's Day deliveries, including one to the sweepstakes winner. For the occasion John stepped out of his uniform and donned a tuxedo with a bright red vest and tie. His comment to the local media: "It's nice to know that I can put a smile on someone's face instead giving them a ticket."

And media coverage was generous. Elaine sent press releases to local newspapers and the local ABC news station in Manchester. She was featured on the front page of both papers, and the station did a piece on the shop and the chief of police. "It was great exposure for our shop, and people are still buzzing about it," says Elaine, who serves as president of Teleflora's New Hampshire – Vermont Unit.

As successful as the promotion was—both the sweepstakes and the delivery gimmick—Elaine says she is thinking of shaking it up a little this year, coming up with a new twist. "I'm thinking of getting the fire department involved," she says.



* 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!

myteleflora

{news}



take a trip to colombia
with the stems&bunches team
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use stems&bunches

to access the freshest flowers from around the world

Sourcing flowers, from roses to rare tropicals, is the backbone of a floral shop's best work. Using our stems&bunches service will enhance your shop's reputation for excellence.

stems&bunches gives Teleflora members unique access to the world market of high-quality cut flowers, available online 24 hours a day, seven days a week. Instead of sourcing product from Miami brokers, the product is cut to order and shipped directly to your shop from the grower. This is a free service and is an unbeatable benefit of Teleflora membership.

Traditional wholesalers clearly play an important part in supplying flowers to our shops and afford key benefits, but stems&bunches can play a critical role in the product you do prefer to source directly from farms. We carefully select the best sources from around the world, such as orchid growers from Thailand, well-regarded Dutch suppliers, the best growers from Ecuador and Colombia, and of course great domestic suppliers.

In fact, I just returned from a trip to Colombia where I, along with the rest of the stems&bunches team, visited a number of the farms with which we have partnered. I was so impressed with their quality, inventiveness and efficiency. And they truly love working with stems&bunches and our florists. They, like you, are always looking for ways to grow their business, and they believe that the stems&bunches model is a great way for them to connect directly with you in a very effective manner. I also visited the FedEx facility in Bogota and watched them as they processed several hundred boxes of flowers on a daily basis. It was truly a sight to behold.

Buying direct means you will know not only the name of the farm but also the product's exact ship date, giving you a highly accurate estimate of its vase life. Additionally, stems&bunches can deliver flowers to your door as soon as five days after harvest—which is several days faster than the traditional grower-Miami-wholesaler supply chain typically allows.

Because stems&bunches holds no inventory, we can offer you the widest possible range of product selection; if the flower is in season, we will more than likely have it available. This is a great way to purchase exotic or hard-to-find varieties for weddings or special events.

See how stems&bunches at www.stemsandbunches.com can help you this holiday season. If you need help logging in, email stemsorders@teleflora.com or call 800.794.8288. My personal promo code for online orders gives you 10% off the next order you place online or by email to stemsorders@teleflora.com. Just enter "SW2010" at check-out. The promotional code "SW2010T" offers you 5% off the next order you place by phone. Both promo codes must be used in the month of December 2010. (Neither is valid for pre-discounted combo kits.)

As we look to a new year and new opportunities, I hope you will make stems&bunches a key component of your floral shop's outstanding work and ongoing success.

Happy holidays.

Sincerely,

shawn weidmann (president of teleflora)



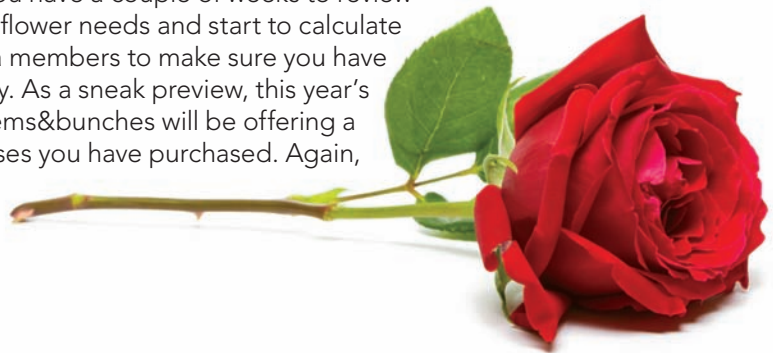
Teleflora president Shawn Weidmann and members of the stems&bunches team recently paid a visit to some of the growers in Colombia who supply stems&bunches customers with farm-fresh product. Clockwise from top left: Shawn and Pietro Martini, director of business development for stems&bunches, speak with a farm manager from Blaze Flowers in a gerbera greenhouse; farm manager Lilia Rangel, Teleflora's Jeff Bennett, Shawn, and Will Sieck, director of stems&bunches, listen as Carlos McAllister from Blaze Flowers reviews the production cycle of the gerbera; Shawn and Emilio Borrero, CEO of Flores Funza, discuss rose pinching for the coming Valentine's Day holiday as they walk through one of Funza's rose houses; Shawn and Carlos McAllister from Blaze Flowers discuss challenges and opportunities for the industry. Below, Shawn is all smiles after a long day visiting the farms of HOSA.





plan ahead for valentine's day flowers

Valentine's Day 2011 is around the corner, and as you know, careful planning for this crucial holiday is very important to ensure its success. Pricing for fresh cut flower boxes and kits for Valentine's Day will be available on-line on www.stemsandbunches.com right after Christmas. So, you have a couple of weeks to review your 2010 Valentine's Day sales, figure out your fresh cut flower needs and start to calculate your pre-bookings! We will start to reach out to Teleflora members to make sure you have ordered enough flowers and offer you more as necessary. As a sneak preview, this year's Valentine's Day Star will be branded by Faith Hill, and stems&bunches will be offering a Faith Hill kit which will match the quantity of Faith Hill vases you have purchased. Again, to review our pricing for Valentine's Day 2011, please log onto www.stemsandbunches.com after Dec 25th.



a word from tom

we've all got questions - just ask. let's have a conversation!



As many of you know, I spend quite a bit of time traveling around the country, visiting as many Teleflora members as I can. People ask me if it's tiring or challenging. Sometimes it is—but I wouldn't trade it for any other job. There's nothing I enjoy more than engaging in a friendly, fruitful conversation with one of our florists. Sometimes it's about shop management, retail marketing, or the state of the industry. Sometimes it's about Teleflora products and services and the strategies we employ to help florists grow. And sometimes it's just personal, about kids and grandkids, hobbies, favorite foods and how times change.

The florists I meet come up with some great questions. I don't always have the answers, but the questions always spark good dialogue and, sometimes, new ideas. As hard as I try, I'm never able to listen and respond to as many florist questions as I would like. That's why we came up with the idea of running a column in the email edition of Teleflora's newsletter, MyTeleflora News. The column is called simply "Ask Tom," and there is no limit to the questions you can ask—about myself, my travels, Teleflora, and the floral industry from A to Z. No one has all the answers, but with 42 years in the business, I do have some perspective that I'm always happy to share.

It's easy to submit questions: just write me at AskTom@teleflora.com. I may not be able to answer every question that comes in right away, but you can trust that every question will be read and considered as a valuable indication of your interests and concerns.

Got a question? I'm looking forward to hearing from you!

Tom Butler

tom butler (chairman of teleflora)

teleflora network news



more bras for a cause

Inspired by a story in this newsletter about another shop that did a similar promotion, **Sunshine Flowers** in Lebanon, TN launched its own bra-decorating contest as a fundraiser for the Tennessee Breast Cancer Coalition. "Putting 12 creatively decorated bras in our display window, along with a large Bras for a Cause banner, created quite a stir," writes shop owner Donna Belcher. Promoted in many other ways as well, on the Internet and with posters all over town, the contest drew 41 entries, with themes that ranged from sports teams to Dr. Suess. The bras were presented for auction, some of them modeled by male organizers of the auction event. "That raised the selling price tremendously," Donna comments. "We are glad to help others with questions about fundraisers in their area. Check our website at SunshineBras.com or see pictures of the event on Facebook."

50 is the magic number

How do you celebrate a half century in business? At **Perry Hall Florist** in Perry Hall, MD, Kathy and Ken Sanner (seen here accepting an anniversary plaque from Teleflora's Joyce Crist) offered a drawing from July through October, with two \$50 gift certificates given away each month. At their holiday open house, they also gave away an arrangement of 50 yellow roses—the yellow rose being associated with the shop's first logo. The family has actually been in the floral business since 1928, when William Sanner grew flowers on the same property where the shop now stands.



helping hands



How do you choose which local charities to support? In suburban Forth Worth, TX, **Bice's Florist** came up with a great solution: customers can choose from among a list of participating local, not-for-profit organizations, and the selected charity will receive a \$2 donation with each purchase. There is no charge for eligible groups to join the program and receive funds. This program, among others, was cited by the local chamber of commerce when it named Bice's the top mid-size business of the year. "It's only right we should support the community every way we can," says Bice's president Keith Riewe (pictured).

giving it away

When does it make sense to give your product away? When you do it like Barbara and Rick Frye of **Chapel Hill Floral** in Bangor, ME. This fall, in celebration of the shop's tenth anniversary, the Fryes have been giving away roses in bunches of 10, with the request that each recipient keep one rose and give the rest away. Giving this strategy their own twist, the Fryes call it "Neighbors Helping Neighbors" and held giveaways, not only at the shop, but at other locations in support of various causes: at a blood donor center, a cancer care center, a food cupboard. What a great way to celebrate! Doing good and forging community connections.



the oldest apron?



At **Stallings Florist** in Wallace, NC, Peggy Stalling figures that the Teleflora apron she's modeling is more than 20 years old (the shop has been a loyal member since 1985). Not that she wears it every day—it's a prized antique! The apron is plastic and on the heavy side; it feels like it weighs 10 pounds, says Peggy. To her left is her daughter and designated successor Beth; the two are flanked by employees Maribel and Felicia.

* 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.



making a difference

Arkansas has a bumper crop of top Teleflora members, many of them in attendance at this year's Arkansas Florists Association convention, where they posed for photos with Teleflora's Tom Butler, Marty Pulliam and Lanette Pulliam. Among them, Joe and Pam Turner of **Cathy's Flowers** in Russellville; Glenn Schnetzinger of **Country Gardens** in Springdale; Robert Robertson of **Expressions Flowers** in Fort Smith; Karen Williams and Peggy Williams of **Flower Basket** in Walnut Ridge; Betty Anderson of **Frances Flowers** in Little Rock; Wendell McCorkle, Kay McCorkle, and Bitsy McCorkle Carter of **Hope Floral** in Hope; John Purdy of **Purdy's Flowers** in Newport; Corinne and John Shepherd of **Shepherd's Florist & Greenhouse** in Pine Bluff; Shelby Shy and Jo Buttram of **Shirley's Flowers & Gifts** in Rogers, with Teleflora's Mark Cooper as well as Marty and Tom; Melanie Pentecost of **Siloam Flowers & Gifts** in Siloam Springs; Mary Ann Tate of **Tate's Flowers** in Van Buren; and the youngest top member, Jake Hahn with proud parents Sarah and Alan Hahn of **Ye Olde Daisy Shoppe** in Conway.



marketer of the year

Congratulations to David and Oralia Espinoza of **Spring Garden Flower Shop** in San Antonio, TX, who won Floral Management magazine's prestigious Marketer of the Year award. They are seen here with Dwight Larimer of Design Master color tool, which sponsors the award, and Teleflora Chairman Tom Butler.

success in connecticut

"Achieving Florist Success" was the theme for the Connecticut Florist Association's trade show and educational event, October 24, 2010. Teleflora's Marie Ackerman delivered a power-packed program with dozens of business-building ideas. Here she is with Teleflora's Jon Lindeberg (left) and Bob Heffernan, Executive Director of the CFA.



making a difference

It's great to contribute to a volunteer effort—but it's even better when you can find ways to do that while keeping costs low and also getting customers involved. For National Make a Difference Day, Karen Farrell and her staff at **Chris Puhlman Flowers and Gifts** in Pittsburgh, PA, asked customers to bring in their old glass vases. "We matched every vase brought in and bought the flowers to fill it," says Karen. "My staff volunteered their time to make and deliver the arrangements. We were able to take 270 arrangements to two local nursing homes!" All year long, Chris Puhlman employs similar clever ideas for charitable activities. "We know how even a small bouquet of flowers can put a smile on someone's face," Karen says.



faith hill for teleflora

Teleflora is thrilled to announce a new and exciting partnership with one of the most talented and loved artists of the decade, Faith Hill!

Faith Hill has partnered with Teleflora to create a collection of beautiful floral arrangements that reflect her standards of style, taste, and artistry.

We look forward to sharing additional details as we get closer to the public reveal of the Faith Hill/Teleflora partnership. Stay tuned for more exciting information!

make the most of spring holidays



**Teleflora's Lavender
Plaid Bouquet**

Highlight the purple plaid pattern on this vase by creating a backdrop that weaves together purple ribbon in varying shades, textures and widths. For Easter, display the bouquet along with Teleflora's Easter Bunny Bouquet. Surround them with purple and pink Cubes filled with green shred, plastic Easter eggs, and chocolate Easter bunnies in decorated foil packaging.



**Teleflora's Pitcher
Perfect Bouquet**

Our Pitcher Perfect vase is the "pitcher" of spring! Display with pink, yellow and purple mixed bouquets and all colors of tulips. Create a charming ambiance in your shop by showing a kitchen after-use with wooden spoons. This is also a great container to use throughout the Spring and even for Mother's Day. Don't forget to open your FSG Update kit and put up your in-store posters!



**Teleflora's Easter
Bunny Bouquet**

Hop into Spring with Teleflora's Easter Bunny! Make an Easter egg hunt display with greenery, candy, plush chicks and eggs. Fill several bunny containers with wheatgrass and a gerbera or two, popping out of the grass. Containers can be empty or filled with permanent flowers, ivy or fresh wheatgrass. Pick in a few pastel butterflies for a special touch.



**Teleflora's Thank You
Bouquet**

Show customers a great way to say thank you: Fill multiple vases with different-colored monobotanical arrangements and display them in your cooler to show different options for businesses that have more than one secretary. Each secretary can receive the same vase but with a different kind of arrangement so they know each one was handpicked and is special in its own way.

savvy silks and design smarts at the ed center

Two classes at the Teleflora Education Center this fall both drew an enthusiastic response. Bob Hampton taught strategies for creating—and selling—designs with permanent botanicals, while Tim Farrell shared ideas on how to make your shop’s overall design operations more efficient and profitable.

Seen at right, Tim’s class of 28 had no trouble showing their spirit in a “family” photo. Below (clockwise from top left), students get individual instruction from Tim in one of the hands-on workshops that are an important part of every Education Center class. Tim goofed for the camera with Yvonne Madrano from **Margie’s Flowers** in Lamesa, TX.



Students in Bob’s class included (below, clockwise from top right) Tina DeOrsey from **DeOrsey Florals** in Wichita, KS and Caroline Rentzel from **Tulips & Truffles** in Oklahoma City; Tammy Nalley of **New Haven Florist** in New Haven, KY (finishing a topiary); Adam Havrilla of **KaBloom** in Chicago (creating a trans-seasonal wreath); and Carol Rose of **Amanda’s Flowers** in Santa Fe, NM. Below left, Bob is seen with one of his legendary tabletop collections—a key strategy for merchandising permanent botanicals.



visit myteleflora.com in January to see the 2011 ed center class schedule