eFlorist: the next dimension
check out the details
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mother’s day success
and a quick look forward

If anyone is in doubt as to the floral industry’s best florists, just look to Teleflora’s thriving network this Mother’s Day. I’d like to let you know how successful it was and thank you for your tremendous efforts and amazing accomplishments.

With eFlorist and Teleflora.com orders leading the charge, our overall order volume saw a healthy jump. Growth in eFlorist business was driven, not just by stronger sites and our always-great service, but also because you, the local florist, are increasingly taking advantage of the tools available to make your sites better merchandised and better promoted. We will be rolling out even more improvements to these sites and this program over the summer and fall. Through our Talking Flowers TV commercial, we conveyed to consumers the importance of hand-arranged, hand-delivered flowers.

Even though you were probably busier than last year, you did a terrific job getting the orders fulfilled. Orders canceled and credited were all lower this year, as were complaint rates. On the tech side, I’m proud to say that once again we had no downtime in any major system. So thank you, everyone, for such an outstanding job.

Looking ahead, I’d like to take a moment to remind you of an important deadline for every business owner. As per security standards set by the payment-card industry, effective July 1, any US merchant using a payment application is required to use only PA-DSS (Payment Application Data Security Standard) compliant applications. Providing a safe and secure environment in which to conduct transactions is the foundation of today’s online marketplace.

We are consistently ahead of the curve with attaining compliance and validation for all of our point-of-sale systems. Teleflora’s POS systems were the first in the floral industry to achieve both PABP and PADSS validation. Unlike our competitors, we have many to choose from, according to your floral shop’s size and needs. And we are taking every step to make sure that no matter which system you use, you can be sure you are up to standard.

This means you will have greater ability to protect your customers’ data because PA-DSS validation assures merchants and their customers that their point-of-sale system encrypts and limits access to consumer credit-card data. Additionally, our sophisticated technology helps you grow your businesses and increase efficiency.

If you have any questions or concerns about upgrading, please contact your POS support group. We are here to help you out.

There will be much to keep us busy for the rest of the year and beyond. I applaud your work so far and am confident that together we will continue to deliver a first-rate performance.

Sincerely,

shawn weidmann (president of teleflora)
In a slow economy, the bright spot for many florists is the growth in orders from their own websites. At least, I know that's true for Teleflora members with eFlorist sites. I know it because I hear it from Teleflora's eFlorist customer service staff—but I also hear it from the florists themselves.

At Raimondi’s in Baltimore, MD, Paul Raimondi and Marie Gaydos both spoke to me about the eFlorist program and the growth of their web business. Raimondi’s was one of the first florists to sign up with the program. “We had another website,” says Marie, “which we still maintain for anyone who might want to keep using it, but we don’t promote it. I prefer the eFlorist site because I can do whatever I want to with it. It’s completely flexible and customizable.”

“We use it extensively,” Paul adds. “We use source codes on the site so we know where our orders are coming from, which tells us where to put our advertising dollars. This is the way the business is going, and it’s important for florists to keep up. Not so long ago, a few years back, about a quarter of our business was coming from the Yellow Pages and zero from the Internet. Today that’s reversed. We get less than one percent from the Yellow Pages; currently over 27 percent of our business is coming through our eFlorist site.”

Maybe what I’m most proud of about our eFlorist sites is that they not only serve their function—bringing in orders—but they’re very easy to use. You can manage products and prices yourself, or you can let the eFlorist Marketing Team take care of it. You can learn all about how to add custom components and alter the design yourself, or you can have our Web Services team do it for you. The sites come with unlimited customer service.

More orders, flexible content shaped to your needs, unlimited customer service—that’s a summary that makes me proud and happy to be Teleflora. You too?

**Is a website the fastest-growing part of your business?**

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members’ stories from all around

more mother’s day madness!

It was a confident, relaxed holiday on Cape Cod in Massachusetts, by the looks of it. Teleflora’s Bob Hurley paid visits to Kevin Brouillette, Tara Fletcher, Arthur Waller, and Mickie Brouillette at Kevin’s Petal Cart Florist in West Dennis; Bob Sabatalo at Lily’s Flowers & Gifts in South Yarmouth; and Nichole Parrott at The Bourne Florist in Bourne.

It’s beautiful country in the center of New York State, where Denise Goo has her shop, Balloons & Blossoms in Oneida. In nearby Canastota, Laurel, Sandy Passante and Mary pulled as a team for Mother’s Day at Sandy’s Flowers & Gifts.

What’s better for Mother’s Day than apple pie? That’s what Teleflora’s Jay Rymniak brought to help Pennsylvania florists get through the week, including Carol Warner of Slippery Rock Specialty Florist in Slippery Rock; Carol Cooper of Mussig Florist in Zelienople; and Janet Woloszyk of McCandless Floral in Pittsburgh.

Mother’s Day in the Pacific Northwest: florists in the state of Washington brought sunny smiles to the week’s work. They included new owner Lynne Long and her staff (Lynne is on the left, her mom Jan next to her, then Amanda and Anita on far right) at Bee’s Florist in Covington; Sah Tran (on the right, with Teleflora’s Laura Ruelas) at Fairwood Heritage Flowers in Renton; and Nancy Ray at Lund Floral in Tacoma.

Wisconsin florists happily displayed treats from Teleflora’s Dan Natalizio: Emily Neubauer from Belle Fiori and Dave Wurster from Flowers by Jan; both shops are located in the grand old brewing town of Milwaukee.

* 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.
When weddings are your passion, being selected by brides as “Best of The Knot” is quite a feather in your cap. Rene Bonde of Blossom and Basket Boutique in Mt. Airy, MD was one of only seven flower shops in the Washington, DC area to be so honored last fall. Rene decided she wanted to be a florist when she was 15, won a national design competition at age 17, and purchased her shop when she was 19 and a sophomore in college (her mom, Ellie Bonde, is co-owner). That was in 2001; the business has grown 18-20 percent every year since then except 2009. Looks like we can expect more great things to come!

fashion wins the day

The assignment, for designers entering the Masters Design Competition at the Northeast Floral Expo this year: create a design suitable for a business display, maximum 30 by 30 by 60 inches. Thinking outside the box, Susan Festa of The Pink Petunia in Cheshire, CT dressed a seamstress’ mannequin in flowers and foliage. “I felt it would have been good for a fashion boutique or hair salon,” says Susan—who serves as treasurer for the Connecticut Unit of Teleflora. Her first-place showing in the contest means Susan will go on to compete at the National Alliance of Florist Associations’ annual meeting in Columbus, OH in October.

best of the knot

It’s great to be voted “best flower shop” by more than 540,000 customers in your area—and even better when the award is published right before Mother’s Day. Pemberton’s Florist in Salem, OR was the lead story in the writeup in the Statesman Journal, the journal of record for Oregon’s mid-Willamette Valley. “We saw a lot of new faces!” says Vi Hicks, who has owned the shop for 41 years. A family shop, Pemberton’s has been open since the ’30s.

a timely award

Imagine watching your 60-year-old, third-generation flower shop wiped out overnight by a flash flood. Bill Hitt of Flowers by Louis Hody surely isn’t the only florist to be affected by the floods that hit Nashville, TN on the weekend before Mother’s Day. But his story is instructive and inspiring when it comes to dealing with disaster. “On the Sunday of the flood, I thought I wasn’t even going to have a Mother’s Day,” says Bill. “But thanks to the fast work of the RTI staff, we were able to operate from our satellite location. We had about a 28% reduction over the previous year because of limited capacity—but that’s a whole lot better than zero.”

Key to the recovery was having a backup tape at an off-site location, says Bill. “The off-site location had also been flooded, but the RTI staff was able to retrieve the data. They worked overnight, drove up from Paragould, and we went from complete devastation to fully operational in about 24 hours.”

Getting that leg up gave Bill the strength he needed to face the future. “To watch your business be destroyed is pretty devastation, but by focusing on the rebuild, rallying the employees, it never felt like it was going to be overwhelming. Plan for the rainy day,” Bill concludes, “because someday it’s coming—and in Nashville it came in spades.”
spooktacular display ideas

Fall is a great season for fun, attention-getting displays and our best-selling Teleflora Pumpkins—both ceramic and wicker—are the perfect products to highlight. Here are a few ideas:

- Table display: Create a party table display using Teleflora pumpkins as centerpieces. Fill with candles, candy corn and black licorice. Mix in real mini pumpkins to add to the festivity.
- Window display: Group pumpkins together to create a pumpkin patch. Create multiple levels by placing pumpkins on hay barrels and stacking pumpkins. Display with plants like four-inch chrysanthemums or kalanchoes.

- In-store contest: Develop an in-store pumpkin face contest. Let your customers create faces with the face stickers provided or pick up black sticky-back paper from your local craft store so your customers can create their own faces.

eFlorist: the next dimension

eFlorist, Teleflora’s industry-leading local florist website, is rolling out a brand-new collection of website designs in August. These new designs are fantastic! If you’re already an eFlorist member, you’ll be able to use any one of these designs on your website at absolutely no extra cost. If you aren’t a member yet, now is the perfect time to sign up and take advantage of everything the eFlorist Program™ has to offer!

The new collection of eFlorist website designs has a wide variety of looks, from modern to traditional, modest to bold. You’ll be able to choose from over 60 design and color variations, which can be mixed and matched with four different homepage product layouts, starting in early August. With that many options, we’re sure you’ll find one that fits your shop’s brand and personality perfectly.

In addition to being aesthetically pleasing, the new eFlorist website designs offer:

- Bigger dimensions and engaging state-of-the-art features, including animation
- More interactive options: clickable tiles, buttons and banners
- A variety of ways to display up to a dozen products on your homepage

More products and marketing messages mean more sales, and at the end of the day, that’s what counts.

View the entire collection at www.eflorist4me.com, or call 800.333.0205, Option 3 to sign up today!

did you know...

At Stems&Bunches you can choose to either pay for your flowers by credit card or have them billed on your monthly statement? The choice is now yours and gives you greater flexibility to manage the finances of your shop. Log into www.stemsandbunches.com and check out this new payment option today!
rose care & handling tips

Along with a fantastic design by a talented florist, we all also want the best possible quality and longest lasting flowers for the end consumer. Our colleagues at Stems&Bunches wanted to share a few insights from Perishable Research Organization as well as S&B’s premier farm partners on rose care and handling. These simple tips will help your roses last longer and provide longer vase life for your customers.

- The cleanliness of buckets and cutting tools is among the most important steps to keeping roses looking fantastic. Bacteria are immediately introduced into stems when cutting blades and / or water in buckets is dirty. Please make sure these items are kept as clean as possible.

- Fill the buckets with at least 3-5 inches of water and remove all foliage below the water line.

- When hydrating roses, please make sure that the wrap (either plastic or cardboard) is kept on for the first 3-4 hours of hydration. The wrap gives the heads support while they are hydrating. We do not recommend leaving the wrap on for more than 12 hours however because as the roses fully hydrate the heads will expand and push against the wrap.

- After placing the roses into the buckets, check that the water in the buckets has not been contaminated with foliage (which will cause bacteria to grow in the water and contaminate the stems).

- We highly recommend leaving guard petals on the heads until you are ready to design with the flowers. Leaving the guard petals on will protect the rose heads from damage while they are in the buckets.

If you have a rose-specific or other care and handling question you would like to have answered, please do not hesitate to contact us. The easiest method of contacting us is via email at StemsOrders@teleflora.com; you can also call us at 800.794.8288.

all about beauty

In conjunction with CoverGirl, the popular Byron and Tracey Salon in Beverly Hills played host to an amazing day of pampering for beauty editors from the top fashion and lifestyle magazines. Beautiful centerpieces filled with light and dark peonies and roses courtesy of Teleflora and Edelweiss Flower Boutique, brought some color to the modern, stark look and feel of the salon.

kid-size couture

At trendy SweetiePie Restaurant in New York City, the email newsletter and website MAMAISTA.com teamed up with Cookies for Kids’ Cancer™ to celebrate the launch of a chic children’s fashion boutique, Petit Confection, and its sister company Petit Pas, selling high-style shoes for kids and babies. Alex McCord, of “The Real Housewives of New York City,” came by to take a look at the new line, mingle with guests and pick out some great baby gifts! The restaurant was in full bloom with beautiful arrangements courtesy of Teleflora and Macres 30th St. Florist among others.
email preference center

It’s easy to add new email addresses or update your current email with Teleflora’s new Email Preference Center. To do this, you will need to log onto myteleflora.com. Go to the Member Services menu. Under the Information heading, click on Email Preference Center. You will be able to add or edit your shop’s email addresses here by simply clicking the Add New or Edit links. Once you register, that email account will receive a confirmation email with instructions to complete the registration.

old credit card terminals

Are there times during the busy holiday season that your shop uses an old credit card terminal to set up additional payment lines? In July, with new credit card regulations going into effect, older terminals, even those used occasionally, will no longer be able to process credit cards. Some of the older non-compliant terminals include: Omni 3200, Zon Jr, Trans 330, 380 or 460.

All new credit card terminals must meet the PCI-Pin Entry Device (PED) regulations. If you are interested in updating non-compliant terminals for holiday use, please contact your Territory Sales Manager.

marketer of the month

selling flowers and saving butterflies

Flowers and butterflies: what two things go more naturally together? Yet, to her knowledge, Jennifer Van Wormer of Flowers Etc in Fort Bragg, CA is the only florist in the world who maintains a butterfly farm where she raises live butterflies for release. Jennifer also incorporates live butterflies in arrangements. The butterflies come in a little cup with care instructions. “Customers can enjoy them for a couple of days and then release them, which helps to repopulate endangered species,” she says. “In nature, butterflies have less than a 2% chance of making it from the egg to a full-grown butterfly. Ours have over 70.” In case you were wondering, Monarch butterflies enjoy sipping substitute “nectar” from a cotton ball soaked in clear Gatorade, while Morning Cloak butterflies like to eat mashed bananas.

Flowers Etc.—or rather, the shop’s sister business, Butterfly Way—also does butterfly releases for weddings. This specialty entails a lot of travel for Jennifer, but then, she usually does the flowers for the wedding as well. Some people just want their butterflies shipped, and Jennifer will do that, but only to places where that particular butterfly species is indigenous. “We won’t ship to areas where they won’t survive,” she explains.


Photos © Tammie Gilchrist Photography