

# myteleflora

{news}

peony season is here!  
see special savings code inside  
{pg. 7}

## 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	marketer {of the month}	8



## make someone smile week turns 10 years old

This year, Teleflora celebrates a major milestone. Make Someone Smile Week, our annual program to deliver summer smiles and flowers to those in need, turns 10.

From its small start in 2000 to this year's goal of delivering 50,000 bouquets, Make Someone Smile Week has grown into the floral industry's No. 1 benevolent project. To mark our anniversary, this year's program will have several special elements to make 2010 especially memorable. We are finalizing plans and will share them with you soon.

If you've participated in the past, you know the feel-good stories and new business opportunities that result from this rewarding program. It's a great way to give back and to introduce yourself and your floral shop to potential customers. As you know, your efforts may gain media coverage and publicity. The communications team at Teleflora's Los Angeles office is here to support you on that front.

Whether you've been a regular participant over the last decade or the program is brand new to you, I urge you to get involved as soon as possible. Unit presidents and board members plan the program and coordinate deliveries. Florists contact wholesalers and growers to secure the flowers. Teleflora provides keepsake mugs and supplies.

Once again, Rich Salvaggio, industry relations/publications VP at Teleflora, and Donna Nelson, manager of industry relations, are leading the charge. We hope that all Teleflora employees will donate their time to assemble and deliver bouquets in Los Angeles, Oklahoma City and Paragould.

When we band together, the sky's the limit in terms of what we can accomplish. Our collective efforts around Make Someone Smile Week show the power of teamwork and partnering toward a goal.

Sincerely,

shawn weidmann (president of teleflora)

## get out and learn!

It takes a village—or at least a whole Unit Board—to put on a great program like the one sponsored by the **Oklahoma Unit** at Greenleaf Wholesale in Tulsa, OK. The featured designer was Julie Poeltler, pictured above right with Gaylyn Wattman (current Oklahoma State Florists president) and at lower right surrounded by board members including Unit President Sue Kendall at far left, and Teleflora's Suzi Lawrence at far right.



A program of everyday designs and merchandising ideas with Susan Ayala drew 65 participants to Baystate Florist Supply in Bedford, NH. Thanks to those from the **New Hampshire – Vermont Teleflora Unit** who organized the program! And to Bob Hurley for taking photos.



In April, Teleflora's **DC-MD-VA Unit** brought Joyce Mason-Monheim to Fairfax, VA for a program of everyday designs. All smiles after the program were, from left to right, Teleflora's Shawn Keith, Joyce, Regional Unit Director Gary Snow, and Unit President Betty Whaley.

Part of every Unit Program is the chance to see new Teleflora product up close and personal. Unit President Shirley Beam did an awesome job with the display table at a program sponsored by the **West Virginia Unit**. Here she is flanked by Teleflora's Shawn Keith and Education Specialist Tom Bowling, who delivered a program on sympathy design.





Teleflora Education Specialist Tim Farrell shared some great new ideas and techniques for sympathy design at a program in Waterville, ME, sponsored by the **Maine Unit** of Teleflora.

At upper far left, Teleflora's Bob Hurley with Hilda Lewis of **Lewis Flowers & Gifts** in Eastport, ME and Debra Sternbergh of **Berry Vines** in Machias, ME; at lower far left, Tim Farrell with Aurilla Holt, one of those who helped make the program happen, of **Berry & Berry Floral "In Town"** in Hallowell, ME.



### across the border

For 66 years, the **Niagara International Association of Florists (NIA)** has been presenting design programs in both Canada and the United States. A dedicated group of florists from both countries works diligently to continue the tradition; Teleflora has been a perennial supporter and sponsor of the programs, including this year's event in Fort Erie, ON, featuring Neville MacKay, the celebrity designer and florist from Halifax, NS. Pictured by the Teleflora booth at the event trade fair are Teleflora's Cathy Anstett and a program participant.

### upcoming classes:

June 27-30, 2010  
**Wedding Bouquets & Flowers to Wear**  
 Instructor: Susan Ayala AIFD

July 25-28, 2010  
**Sympathy Expressions**  
 Instructor: Bert Ford AIFD

### a word from tom

## teleflora's PR campaign promotes *you* - with your help



About two weeks before Mother's Day, lifestyle expert Amy Sewell appeared on local television shows in Dallas, Orlando, San Antonio and St. Louis, talking about a variety of gift-giving ideas—including Teleflora's Antique Lace and Rainbow Pitcher Bouquets. It was a great plug for these Teleflora Mother's Day bouquets—but it was more than that. On each show, Sewell emphasized "the Teleflora difference" and the great value you get when you buy flowers that are 100% hand-arranged and hand-delivered by local florists. She also made a point of thanking the local Teleflora member florists who designed and delivered the beautiful bouquets that appeared on each show.

Of course, those television appearances didn't just happen by themselves. They're part of Teleflora's ongoing public relations campaign, which quietly engineers similar opportunities to boost Teleflora's profile with the public all year long. Compared with national advertising, the PR campaign is low-key—but very effective, thanks to Teleflora's hardworking PR team.

Thanks are also due to the local Teleflora members who work with Teleflora's PR department to supply flowers for events that get media coverage. For the Mother's Day television segments, they included Flower Power in Dallas, Valvo's Florist in Orlando, Flowers by Grace in San Antonio, and Exotic Flowers & Gifts in St. Louis. For more thank-you's, see page 7.

This kind of publicity boost is yet another example of how much can be accomplished when we work hand in hand—local florists and Teleflora, going the extra mile.

*Tom Butler*

tom butler (chairman of teleflora)

# out and about with our members



## thank you top members

These two California shops are both new Dove POS users. In Azusa, CA, **Flowers by Lynda** is family owned and operated for 20 years. Lynda Wenger (at far left, with Teleflora's Ricki Sternfeld) installed Dove POS last month. In Rancho Mirage, CA, Mark and Sharon Weinstein

of **Rancho Mirage Florist** also have the honor of being recognized as a Top 2000 Member and a Teleflora Petal of Honor shop.



This spring Teleflora's Cam Wilson presented plaques to top Canadian florists including Diane Ulicki of **All Flowers & Gifts** in Calgary, AB and Jennifer Kimble, seen here with employee Randi Thomas, of **West Van Florist** in West Vancouver, BC.



Top Teleflora members in New York State include Robert Stainkamp of **Town and Country Flowers** in Manhasset, NY and Gloria Kurtinaitis (on the right in the photo, with Kim Pastern) of **Fortes Wading River Florist** in Wading River, NY. Gloria has long been an active member and supporter of Teleflora's Big Apple Unit. She says she loves her Dove POS!

## raising spirits in the air force

At **Designs by Eva Rosa** in Windsor, MO, shop manager Ruben Zamora knows about the Air Force—he's a citizen airman himself. That could be why he started a program to drop off bouquets at nearby Whiteman Air Force Base. "The idea was simple," he says. "It's meant to bring a smile to someone's face and make their day a little brighter." Ruben had noticed that an increased rate of fatalities was casting a shadow across the base. (Designs by Eva Rosa owns and operates the on-base flower shop, **Petals & Blooms**.) Good luck, Ruben, with a great project!



## keep on truckin'

Who better to appreciate the gift-giving potential of Teleflora's Fire Truck than a group of fire fighters—like, for instance, the Fire Rescue Service at the City of Kawartha Lake in Ontario, Canada? Customers of **Kawartha Lakes Classic Flowers** in Lindsay, ON, the fire fighters have been using the Fire Truck for centerpieces and giveaways at dinner events and for public relations. They have even gone so far as to convert the Fire Truck into an ambulance! Shown is fire chief David Guilhault, posing with dalmatians at the ready.



## hitting the campaign trail

Floral-industry folks know him as the owner of **Villere's Florist** in Metairie, LA—but to Louisiana politicians, Roger Villere is a powerhouse within the state Republican Party and now, a candidate for lieutenant governor. The state's number-two post has been vacant since May 3, when Democrat Mitch Landrieu left it to become mayor of New Orleans. The contest is no cakewalk, but as the well-respected state GOP chairman since 2004, Roger can pull some favors. In April his campaign staged a fundraiser headlined by none other than Newt Gingrich. Good thing for Roger he has capable sons in the business who keep the flower shop running while he's out getting votes.





## happy anniversary!

It was a big cake for a big 100th-anniversary celebration at **Dundalk's Florist** in Baltimore, MD. Seated at the beautiful table are Augie Koch, Jr. and Louise Koch; behind them are the next generation, flanked by Teleflora's Joyce Crist at far left and Teleflora chairman Tom Butler at far right. From left to right, they include Lynn Hershner, Mary McWilliams,



Cindy Morrison, Dawn Kuhnert, and Augie Koch III. At far lower left, Teleflora's Kathy Petz and Teleflora Chairman Tom Butler were on hand for the 100th anniversary of **VanderSalm's-Flipse Flower Shop & Garden Center** in Kalamazoo, MI. Congratulations to Ned and John VanderSalm, at center from left to right in the photo. Family owned for 50 years, **Ann's Flower Shop** in Auburn, ME have been strong supporters of Teleflora. Special thanks to Cheryl McKeone for being the voice for the Teleflora Unit in Maine! Pictured left to right are Cheryl McKeone, her father Norm, Teleflora's Bob Hurley, Darlene McKeone Melanson, and Kathy McKeone Lare.

Teleflora. Special thanks to Cheryl McKeone for being the voice for the Teleflora Unit in Maine! Pictured left to right are Cheryl McKeone, her father Norm, Teleflora's Bob Hurley, Darlene McKeone Melanson, and Kathy McKeone Lare.



## mother's day madness!

Florida florists kept smiling through the week, including Jorge and the gang at **Angelique's Flowers & Gifts** in West Palm Beach; Gary Snow (Teleflora's Regional Unit Director for the Southeast) at **Always In Bloom** in Vero Beach (seen here with Teleflora's Raul Jr. Alvarado and Teleflora Education Specialist Susan Ayala); Betsy & Todd at **A Flower Patch** in Lake Worth; and Doug Gault and his crew at **Johnson's Flower World** in Vero Beach.



Over Mother's Day week in Arkansas, Teleflora's Marty Pulliam paid visits to (clockwise from upper far left) Kayla Mustacci (and her puppy, Barry) at **Bella Flora** in Little Rock; Camille at **Crocus Florist** in Little Rock; the whole gang at **Letta's Flowers** in Bryant: Tricia, Letta, Barry, and Iris; Katie Caldwell at **Benton Floral** in Benton; manager Michelle Red at **Bill's Flower Shop** in Benton; manager Chris at **The Flower Cart** in Benton; and Rita Hall at **Cloverdale Flowers** in Little Rock.



In the heartland, hardworking Indiana florists included LeeAnne McBane & Chris at **McKinney's Flowers** in Lafayette; Linda, Teresa, Cathy, and Teresa at **Nana's Village House Flowers & Gifts** in Zionsville; and Tina and Jennifer at **Valley Flowers** in Lafayette.



The way to get through Mother's Day, insists Teleflora's Neil Blair, is with his popcorn treat baskets: "They have all the food groups: salty, sweet, and goeey." Neil brought them to, among others in Georgia, Rita Pantels (holding Blaze) at **Country Garden Florist** in Lawrenceville and Bettina Berrong-McDowell at **Riverdale Floral Boutique** in Riverdale.



\* 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).

## eFlorist email collection contest results

The eFlorist Marketing Team is pleased to announce that Bernadette Opsah and her team at **The Flower Girls** in Toledo, OH won the grand prize in the first-ever eFlorist Email Collection Contest! eFlorist members were asked to collect new email addresses for their shop from March 8 through April 9; these addresses are used to promote each individual shop as part of the eFlorist Email Marketing Program. Bernadette and her staff submitted almost 5,000 new and unique email addresses, earning them the grand prize: \$500, a 12-pack of Teleflora's Dragonfly containers, and six months of their eFlorist membership fee waived! Not to mention bragging rights for being hotshot email collectors.



How did they do it? Bernadette tells us she "implemented a store procedure and gave incentives to the employees, made it fun and exciting." Bernadette knows that persistence is key when it comes to collecting emails, and says, "We obtain about 300-700 emails a month... using a sign-up sheet in our wedding department and asking at every transaction at the register and over the phone." Great job Bernadette, and congratulations to you and your staff for a job well done!

In addition to the grand prize, which was awarded for the most addresses total, shops who submitted at least 100 email addresses were eligible to win one of three additional prizes. For every 100 new and unique addresses submitted, a shop received one entry in our prize drawing. The winners of the drawing are:

**Miami Gardens Flowers**, Miami, FL  
**Muffy's Flower Box**, Anchorage, AK  
**Mayflower Displays**, Etobicoke, ON

Each of these shops beefed up their email collection efforts, and for their hard work, they received \$500 (U.S.) and a 12-pack of Teleflora's Dragonfly containers just in time for Mother's Day.

The real prize is the ability to communicate with customers via email, reminding them of your shop and services. eFlorist members have the opportunity to send free marketing emails to their customers throughout the year. There's no need to write your own messages, manage lists, or even hit the send button. It doesn't get much easier than that! You can personalize the messages by featuring your own custom products and adding in special promotions or discounts.

Customers receive professionally designed messages, promoting your shop and current items. What's more, customers can opt to receive gift reminders when they make a purchase, so they receive an email message the next time that occasion comes up. Whether it's an anniversary, birthday or other special occasion, a friendly reminder means one less thing for your customers to think about and provides an additional opportunity to market your shop.

To learn more about the eFlorist Email Marketing Program, check out our webinar on the topic at [www.efloristuniversity.com](http://www.efloristuniversity.com). If you're an existing eFlorist member and would like to customize any upcoming email messages, please contact Web Services at 866.983.3932 or [webmaster@teleflora.com](mailto:webmaster@teleflora.com).

## introducing the new bamboo dish



We've added a new dish shape to our popular bamboo collection.

- Superbly crafted, high-quality bamboo
- Available in two colors, light and dark
- Stunning for zen arrangements and other exotic bouquets
- Contemporary eco-friendly material complements all flower types and colors



To order Teleflora's new bamboo dish, call **800.333.0205**.

# thank you, PR contributors!

Teleflora's ongoing PR campaign relies—of course!—on the creative expertise of Teleflora members. Thanks to those who supplied flowers for public-relations events this year (for more about Teleflora PR efforts, see A Word from Tom, page 3):

- Blumz By JR Designs**, Ferndale, MI
- Colonial Flowers & Gifts, Inc.**, Dayton, OH
- Exotic Flowers & Gifts**, St. Louis, MO
- Flower Power**, Dallas, TX
- Flowers by Grace**, San Antonio, TX
- Flowers To Go**, Gig Harbor, WA
- Hadden's Flowers & Gifts**, Albany, GA
- La Salle Flower Shop**, Chicago, IL
- Macres 30th Street Florist**, New York, NY
- Natalie's Floral Boutique**, Newtown Square, PA
- Trochta's Flowers, Inc.**, Oklahoma City, OK
- Valvo's Florist**, Orlando, FL
- Wellman Florist**, Quincy, IL
- The Wishing Well**, Harrisonburg, VA

## comedy for a cure raises \$248,000 to support research

Stand-up and stuffed animals marked the ninth annual Comedy for a Cure event, a fundraiser held April 11 to benefit the Tuberous Sclerosis Alliance. Ray Romano, Larry Miller, Jeff Allen and Mike Polk provided the evening's entertainment. Patricia Heaton hosted the program.



As guests mingled outdoors, enjoyed hors d'oeuvres from Animal restaurant and perused the silent-auction items, many were carrying Teddy bears clad in TS Alliance T-shirts. Buying a bear was a cute way to make a contribution and about half came with prizes, such as gift certificates.



Once the party moved inside, guests were sure to notice the stunning florals, luscious cream-colored roses that echoed the clean white interior of Boulevard 3 in Hollywood. Another terrific job by Liz Seiji and her team at **Edelweiss Flower Boutique!** The event raised \$248,000 to

support research; about 300 people attended.

"The TS Alliance is thrilled with the success," said Kari Luther Carlson, president and CEO. "Not only does it raise significant funds in the fight against tuberous sclerosis complex, but because of the venue and celebrity support, the event plays a huge role in increasing awareness of the disease." The TS Alliance is the only national organization dedicated to finding a cure for tuberous sclerosis complex (TSC) while improving the lives of those affected.

TSC causes tumors to form in vital organs such as the brain, eyes, heart, kidneys, skin, liver and lungs. These tumors can lead to uncontrollable seizures, autism, heart disease, mental retardation, facial disfigurement and kidney failure. TSC is the No. 1 known genetic cause of epilepsy and autism. The alliance was founded 35 years ago by four mothers from Southern California.

This is Teleflora's second year providing flowers for the event.

## the remarkable peony is in season

Nimbus, Big Ben, Shirley Temple, Mons Jules Elie and Elsa Sass - these are just a few of the more than 200 varieties of peonies grown in fields in Virginia, Maryland, Pennsylvania and upstate New York by the premier peony grower in the United States. With a mix of herbaceous Single, Semi-Double, Double and Bomb-double blooming varieties available now, there is no better time to feature peonies in your shop. The season for peonies is over quickly, with May and June being the prime months, so there is no time to wait. By now the early blooming varieties have all been harvested, but there is still time for you to enjoy the mid- and late-season bloomers.

The peony is a flower whose recorded history dates back thousands of years. Many cultivated peonies are derived from a wild species of peony, *Paeonia lactiflora*, native to Siberia and Mongolia, making its need for a winter cold period understandable. You can now find peonies grown in many states across the US, including Alaska, and their production is not limited to domestic locales. Fields in New Zealand, Chile, France, Holland and Israel produce good product when the US is not in bloom, but buying locally has its advantages: fresher product and economical shipping, combined with exceptional quality, makes it easy to choose.

For true farm direct peonies, shipped to your door, log onto [stemsandbunches.com](http://stemsandbunches.com). For a 10% discount on online orders, use promo code **MYTFN**, or email your order to [stemsorders@teleflora.com](mailto:stemsorders@teleflora.com). This promotion is only valid for deliveries through the end of peony season.

There are only a few weeks left in the 2010 season, so place your order today while supplies last!



## is your shop on the latest version of your POS software?

Regardless of what Teleflora technology platform you use to receive, track and transmit your orders, consider verifying that you're using the latest version.

Our newest software versions include not only great enhancements to increase your productivity, but also security updates required by the credit card industry for all merchants that help protect consumers from identity thieves. All four Teleflora POS systems will be certified as PA-DSS (Payment Application Data Security Standard) approved software later this summer. Teleflora's point-of-sale systems, once validated, will be listed on the PCI Security Standards website at: [www.pcisecuritystandards.org](http://www.pcisecuritystandards.org).

These software upgrades must be completed or scheduled by July 1, 2010 or your shop may not be able to process credit cards through your POS system. This deadline is set by the credit card industry, not Teleflora.

Here's a quick guide to help you determine whether your shop needs to schedule an upgrade. Per Teleflora's member rules and regulations, your shop is required to keep your POS software up-to-date and on the latest version in order to remain compliant with credit card industry regulations. Please contact your support group to schedule an upgrade, if your shop is not on the latest version.

Current POS System	Latest Version	Support Phone Number
Daisy	Version 8	888.324.7963
Eagle	Version 8	800.237.7673
Dove POS	Version 5	866.444.3683
RTI	Version 12.7 or 14	800.621.9324

## marketer of the month



### a local lunch club makes networking easy

It started as a way to help out a friend. Now the Local Lunch Club concept, started by Jim Davis of **Bobbie's Flowers** in Tempe, AZ, has expanded into nearby towns, even to Phoenix, and is helping all kinds of local mom-and-pop businesses to network and get new business by supporting each other.



"About 10 months ago I went into a restaurant to get the owner to donate to one of my causes," Jim remembers. "He started singing the blues about how he might have to close. We're a college town, it was summer, school was out, business suffers. Next day I emailed some friends who also have local businesses, invited them to his place for lunch. We got about 40 people. We decided, 'Let's make a networking group.' "



The groups meet about once a month. "We meet at 11 o'clock, do about a half hour of meet and greet, 11:30 we have lunch, then everybody gets up and does their 30-second commercial like you normally do at a networking meeting," says Jim. As the concept has expanded, Jim is no longer running every meeting. "But I'm obviously going to go to all of them that I can and try to promote my flower shop."

Networking groups do pay off, he says—not instantly, but over time, since networking is a matter of building relationships. Jim has seen some other networking groups come and go. The lunch club has been successful, he believes, in part because it's informal and low-key. "Other groups limit themselves to one person per category. We haven't done that. If seven florists come to lunch, that's fine. It gives people more choice. Plus, it's very easy to invite a friend; you don't have to worry about stepping on anyone's toes. We don't pass out business cards. You lay it on a table and if someone wants to pick it up they can. You're not required to show up. If you don't make an event for six months, you don't get kicked out."

A local television station ran a spot about the club, which also has a presence on Facebook that has helped to get the word out and attract new members. But a lot of the growth has been by word of mouth. Just inviting another business owner to attend a lunch-club event is a friendly gesture that creates goodwill. It's a way to do good that helps Jim, and Bobbie's Flowers, do well.

\* 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!