



## gathering emails for your shop

With your busiest season approaching, this is one of the best times of the year to gather or verify customer email addresses. With your customer's email address, you can send helpful marketing messages that can increase your sales.

Here are some tips to gather email addresses in the weeks to come.

- Ask or verify email addresses during order entry on your POS system. On the order entry screen, you have a field for the customer's email address. If an email address appears in that field, have your sales staff verify it. If none appears, have your sales staff ask for one. If customers are reluctant to provide their email address, assure them that the emails will feature special promotions and sales. If they still hesitate, ask if they would like to receive a confirmation of delivery or an invoice copy via email (some POS systems may not have this capability).
- Sign-up sheets for a free bouquet. Place sign-up sheets on a counter or by a display encouraging customers to sign up to enter a raffle for a free bouquet (or other type of offer). Ask for a name and email address. Also note that you will contact the winner via email.
- Business card bubble bowl. Place a bubble bowl in your shop by the counter with a sign that invites walk-in customers to place their business card in it to win a free bouquet (or other type of offer). Or do a cross-promotion with another shop, like a bakery, with a floral arrangement display. This can help to increase your walk-in traffic.



## marketer of the month



### larger-than-life displays grab attention, and sales



Even before the containers for Teleflora's Present Perfect™ Collection had arrived in the shop, the folks at **Cornelius Florist Northwest** in Tomball, TX were drumming up enthusiasm with giant replicas of the festive floral gifts. Combined with in-store banners and promotion of the collection on the shop's eFlorist website, the displays built anticipation that later paid off in sales.



"We're known for our rose arrangements, so I wanted to do the Fifth Avenue Present first," says shop employee Rosalie Dillon, who created the displays. She picked other bouquets to re-create from the collection based on the colors she liked and the silk flowers that she already had on hand. For each bouquet, she started with a big cardboard box, leftover from container shipments. She covered it with paper and added other decorations as needed: cutout circles, stick-on letters, wide ribbon. She bought tissue paper in advance, in the right colors. The silk flower stems are inserted into Styrofoam inside each box.



"Customers love them," says Rosalie. "They've been a big hit—both the displays and the real thing!"

\* 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!





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# myteleflora

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## national advertising, eFlorist enhancements will make this holiday season a success

Thanks to your hard work and high standards, I believe this year will end with much prosperity. And I know this holiday season the Teleflora message will be heard in more markets and more households than ever before.

Just as you have made a pledge to quality, we stand by our promise to promote you. I'm very pleased to tell you that we will run a Super Bowl commercial for the third year in a row. Instead of slashing advertising, as many did when the economy tanked, we seized the chance to build our brand to compete with the drop shippers like FTD and 1-800 Flowers and keep more orders in the hands of local florists. We continue to reap the investment.

And just in time for the holidays, we will put, yet again, the Teleflora difference – all orders hand-arranged, hand-delivered by a professional florist – front and center with consumers. Our 30-second Christmas commercial will air on several shows and a variety of networks.

Another key component to great sales this season: maximizing the power of eFlorist. I want to emphasize the benefits of eFlorist websites because they are crucial to the way we do business now.

First, it's vital to make sure your website shows up-to-date seasonal categories and your homepage displays appropriate seasonal products. This is done by default, but you can contact Web Services to customize your site's products and message.

Additionally, our new widescreen sites let you flex your marketing muscle because you can tailor occasion and promotion banners to highlight seasonal or custom products.

You probably know that you can send your customers free, professionally designed marketing emails. But did you know that the eFlorist rewards program lets you set up your own customer loyalty program for free? You determine the points earned per dollar spent, how many points earn a discount and how much the discount is worth. Once you set it up, the program runs itself and customers automatically receive emails, when they reach point thresholds. Now, of course, this only works if you take responsibility for gathering customer emails so make sure you are doing everything you can to connect with your customers in the ecommerce world.

The email marketing schedule and deadlines for submitting changes to your site are posted in the eFlorist Service Center on MyTeleflora.com. Web Services is available to make changes to your site, but eSAT offers unparalleled convenience – available 24/7, you can make changes to your site well after holiday cut-offs have passed.

It's immensely gratifying to provide this level and quality of support, unmatched in the industry, from ads that will resonate in homes across the country to tools that will rev up your home page.

This looks set to be a season of many joys and a time for business to soar.

Sincerely,

*Shawn Weidmann*  
shawn weidmann {president of teleflora}





# business smarts and floral art



In late August, 28 florists from all over North America came to Teleflora's Education Center for the 2010 Business Smarts Summit. Participants picked up insights and strategies from industry experts Paul Goodman (seen in photo, near left), Marie Ackerman and Art Conforti—but also from their fellow students. A favorite segment of the class is the marketing ideas exchange, where participants share ideas

that have worked for them in the past 12 months. Another highlight is the time spent learning about how to properly manage a website and claim your place in cyberspace.

Next up, in September, was Hitomi Gilliam's Creative Edge: East/West Fusion (seen in the photos on page 2). In this class, Hitomi teaches how to adapt the principles of ikebana, the Japanese art of flowers, to contemporary floral design. Students gain a deeper understanding of all the elements and principles of design, and learn to tap into their own creativity in hands-on sessions that draw out the floral artist within.

## a word from tom

### good communication is good business



In September I attended, as I do every year, the Society of American Florists' annual convention. What a great opportunity to learn and share information, to get inspired with innovative ideas, and to make the person-to-person connections that lift our industry up!

This year the convention was especially gratifying to me, since I was honored to receive accreditation as a member of Professional Floral Communicators – International (PFCI). PFCI functions as a kind of speakers' bureau for the floral industry and as a servicemark to recognize industry educators. It was formed as a part of SAF in 1965 (the same year in which the American Institute of Floral Designers was established). Originally called Professional Floral Commentators – International, the group changed its name in 2001, to better reflect its broad purpose of setting a high standard for effectiveness in industry communication.

Most PFCI members are also talented and accomplished floral designers, as you would expect in a business where creative design is at the heart of what we do. But our industry certainly stands equally in need of good communication with a focus on business strategy—on how we can reach out to our customers and make our businesses more profitable.

It's fitting that PFCI is under the SAF umbrella. SAF is all about communicating. It's the one national organization that serves to facilitate communication among all the different segments of our industry. It also acts as the voice of the industry to our political representatives, to the media, and to the public at large.

I'm proud to be a member of SAF and of PFCI, and to support both organizations. We in the flower business have a beautiful product that offers great value. Within the industry, we have suppliers and service providers who can offer the tools we all need to succeed. If we can get the message out, we've made it more than halfway on the road to success.

tom butler {chairman of teleflora}





# smiles and celebrations



## a quarter-century celebration

In 1985, Sonal and Dhru Kapadia opened **Conroy's Flowers** in Mission Viejo, CA, and they have served the needs of that South Orange County community ever since, operating from the same spacious location on Marguerite Parkway. Here's wishing the Kapadias another 25 years of success!

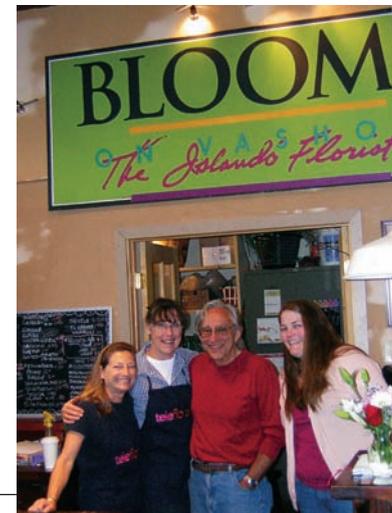


## you're how many?

Here's a grand way to tell the world about your 25th anniversary. The folks at **Carren's Flowers & Gifts** in Searcy, AR are also proud to say they're in the Teleflora Top 1000.

## new owners, new technology

Carol and Charles Ahlfors are the proud new owners of **Blooms and Things** on Vashon Island, WA (across the water and a short ferry ride away from Seattle). The shop already had a POS system, but after half an hour spent looking carefully at Dove POS, Carol and Charles decided to make the move. They look happy with their decision! In the photo they are flanked by designer Sandy Crawford on the left and store manager Mallory Griffith on the right.



## caught in the act...

... of installing Dove POS at **Carol's Maple Valley Floral** in Maple Valley, WA (outside of Seattle)! Rick the installer came all the way from Teleflora's Paragould, AR, office to replace a system that was not PCI-compliant (from a competitor who shall remain nameless) with Dove POS. With Rick from left to right are owner-designer Robin Erickson and store manager-designer Amy Ganter.

## kudos top members!

Recently recognized Teleflora top members include Betty and Gene from the **Sunshine Shop** in Dayville, CT; Beth White (with Teleflora's Jeff Newlin) of **Elizabethtown Florist** in Elizabethtown, KY; **Fair Hill Florist** in Elkton, MD (pictured are Kit, David, and Lindsey); Richard Griffen of **Griffen's Flowers** in Hannibal, MO (with Teleflora's Terry Brueggeman, at left); and Geraldine from **Jim Anderson Flowers** in London, ON, seen with Teleflora's Cam Wilson and Cathy Anstett.



\* 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).





In Illinois, tie-dye colors rule at **Countryside Flowers and Greenhouse** in Crystal Lake, where Richard Harms and his staff have just celebrated their 50th anniversary. Oscar Hansen owns **Glidden Campus Florist** in DeKalb—a second-generation store in the same location for over 40 years. At **Knee's Florist**, Sheila and Lauren Zenk have owned and operated stores in Moline, IL and Bettendorf, IA for over 12 years. Don Robbins has owned and operated **Robbins Flowers** in St. Charles for 35 years. At **Scheffler's Flowers** in Winfield, Margie Scheffler is Dave Scheffler's new bride. Second-generation florist Jerry Soukal, from **Soukal Floral** in Chicago, has been at the same location for over 35 years. In Decatur, Johanna Svendsen Maple of **Svendsen Florist** accepted her



Top 250 plaque surrounded by a large and loyal staff. Val and Gary Chase have owned and operated **Winfield Flower Shop** in Winfield for 25 years. In neighboring Iowa, **Flowers on the Avenue** in Muscatine, IA has been in business for over 20 years with support from four generations of family members.



At right, Indiana top members include **Steve's Flowers & Gifts** in Indianapolis, where Steve Huth, Jr accepted a plaque from Teleflora surrounded by the shop's capable staff. **Eitel's** in Greencastle was represented by manager Jenny Sullivan.



and Janet Gould is a third-generation florist; **Mariannes Floral Garden** in Poughkeepsie, where Laura, Julie, owner Marianne Pool, and Donna posed with avian mascot Petey.

Who's tops in New York State? On the list are **Christian's Greenhouse** in Kerhonkson, where Bob Christian is a true gentleman; **Elaines Flower Shoppe** in Depew, thanks to Holly, Elaine Bialecki and Patti; **Feldis Florists** in Merrick, thanks to Tim Feldis; **Gould's Flowers** in Lockport, where Kylee Peters is a fourth-generation



## pink ribbon parade

That human pink ribbon was just the kickoff for the third annual Pampering Event sponsored by **Lasater Flowers** in Winter Haven, Florida and the local Belk department store. "This event started out as a way to help my girlfriends who were diagnosed with breast cancer—like me," writes Chris Hazelwood of Lasater Flowers. Women who attended the event were able to get massages, manicures, and free makeup consultations. They could consult with hospitals and clinics, acupuncture doctors, gyms, bra fitters—"anyone who would pamper these people who sometimes have a hard time finding people to help," says Chris. It's nice to know that Lasater Flowers has received recognition for these efforts. Last year it was the recipient of two local humanitarian awards.





# winning valentine displays



## Teleflora's Charm Her Vase

Teleflora's Charm Her Bouquet is the perfect three-in-one gift for your customers: a gorgeous floral arrangement, an elegantly sculpted vase, and a beautiful keepsake necklace! In addition to the featured mixed bouquet, try some simple monobotanical arrangements in this vase. It's perfect for all carnations, tulips, roses or lilies. Pick three different options, or three different colors of the same flower, and create one arrangement for each option. Display these in your cooler, grouping the vases together to create an eye-catching Valentine. If you have room, place a large heart cutout behind the bouquets to draw the eye to them. Don't forget to put up your in-store poster!

## Teleflora's Say I Love You Vase

Play with levels! Turn clear Teleflora glass cubes over and place "Say I Love You" vases on top to create height in your merchandise display. Take it to the next level by lighting the cubes from below to show off the exquisite rosebud design and sculpted hand-blown art glass. This is a great vase for roses of any color. The featured bouquet has mixed pink and red roses, but try some additional bouquets with other color combinations for your walk-in customers. Don't forget to have a bunch of "I Love You" mylar balloons and heart-shaped boxed candy nearby for easy add-on sales!



## Hershey's Hugs™ Jar by Teleflora



Display with Hershey's Hugs and kisses candy to show off the candy jar after-use. Merchandise with boxed chocolates and up-sell walk-in customers by promoting chocolates along with flowers. Don't limit sales of this product to just Valentine's Day—this is a perfect "Get Well," "Cheer Up," or "Happy Birthday" container. Create a display with signage saying, "Give someone special a Hug." Keep the coloring bright and happy and not just red for Valentine's Day. Add banners or smaller signs that say, "Birthday Hug" and "Get Well Hug." Put this product out on the shelves as soon as it arrives.

## Teleflora's Hearts in Bloom Vase

Create attention-grabbing interest in your display by placing the vase at different angles or even upside-down. With its flared neck, this is a fun vase to suspend in your window or in an in-shop display. Attach with ribbons or monofilament and suspend at different heights. For display purposes, use silk flowers or put a fresh flower in a water tube and place one or two in each hanging vase. Gerberas are a festive choice! Display multiple bouquet options in your cooler so customers see that this vase is great for mixed bouquets as well as tulips.





# prepare for the holiday rush with eSAT

teleflora {in the news}



Preparation is everything. Just as savvy shoppers are getting an early start on their shopping, you can get your eFlorist website ready for the holidays well in advance using eSAT. You can determine a number of holiday settings, including:

- Creating custom holiday products and establishing the dates they'll be for sale online.
- Uploading images of your products, shop or staff and editing them using our new image tool.
- Activating holiday pricing for any of your products, including Teleflora products.
- Personalizing your site with a custom homepage message and products.
- Setting up your delivery fees and dates for the busy holidays.

As always, Web Services is available to make changes to your site at no cost. Please submit your requests by the following deadlines to ensure everything is completed before Christmas:

- December 11: Deadline to submit major changes, such as site launches and URL registrations.
  - December 17: Custom products you want to sell online must be submitted by this date.
  - December 21: Absolute deadline to submit smaller changes, such as price upgrades and available delivery dates.
- After these deadlines, we cannot guarantee that requested changes will take effect before Christmas.

With a little planning now, you can ensure smooth sailing for the weeks to come. Brush up on your eSAT skills anytime by visiting [www.efloristuniversity.com](http://www.efloristuniversity.com) and downloading any of our eSAT tutorials. Remember, eSAT is free and changes you make appear instantly on your site.

## flowers to help those in need

Recently, Teleflora provided centerpieces at the fundraiser for the AIDS Walk of Oklahoma City. The mission of the AIDS Walk of Oklahoma City is to build awareness about HIV/AIDS and to raise funds to support the work of nonprofit organizations that provide HIV/AIDS direct care, support services, and education. Thousands of people living in the Oklahoma City community have benefited from the funds raised through the AIDS Walk of Oklahoma City.



The theme of the night was Mardi Gras and our very own Marie Ackerman artfully arranged the beautiful centerpieces that were the perfect complement to the evening's decorations. Proceeds from a silent auction that included the bouquets helped the event raise more than \$4,500.



Beautiful floral arrangements from Liz Seiji and her team at **Edelweiss Flower Boutique** filled the ballroom at the Beverly Hilton Hotel where nine-time Grammy award-winner Natalie Cole presented Marianne Williamson, New York Times bestselling author and internationally acclaimed spiritual teacher, with the prestigious "Woman of the Year" award at Friendly House's 21st Annual Luncheon.

Friendly House is the oldest women's recovery program in the country. It was founded in 1951 to assist women recovering from the diseases of alcoholism and drug addiction. They have successfully treated over 6,600 women. Friendly House, currently celebrating its 59th year helping women in recovery, has two residences, the newest of which is located in West Los Angeles donated by the William Shatner Family Foundation.

Kathleen Silver, a Senior Vice President of Colliers International, one of the largest international commercial real estate brokerage firms in the world, specializing in the sale of office and retail properties, attended and also received the 2010 Friendly House LA "Excellence in Service" Award. Kathleen has been a strong and inspirational supporter of Friendly House LA for over 10 years, and currently serves on the Board of Directors.

