

## bouquets play a pretty role at pre-Emmy beauty bar



It's nice to know that even Hollywood actresses need a little assistance getting gorgeous.

The Byron & Tracey Salon in Beverly Hills on Aug. 26 and 27 hosted a pre-Emmy® beauty bar to help TV talent look their best before the big event.

Bouquets from Liz Seiji and her team at Edelweiss Flower Boutique lent a vibrant yet tranquil vibe to the beautifying. The brilliant bursts of purple and pink provided pops of summery color in the salon's sleek white space. And outside, the flowers held their own against the heat.

Guests could indulge in haircuts, color, makeup, blowouts and manicures. Nibbles, sips and product samples were also on offer.

Among the 50 celebrities who attended were: Anne Heche, Hilary Duff, Leslie Mann, Jessica Capshaw, Emma Stone, Elizabeth Banks, Kidada Jones, Rashida Jones, Mindy Kaling, Morgan Fairchild and Ana Ortiz.

They were joined by staffers from many media outlets, including People, E! News, In Touch, Los Angeles Times Magazine, Us Weekly, Life & Style, TV Guide, KTLA, OK!, Vanity Fair, Access Hollywood, Los Angeles Confidential, Angeleno and Good Day LA.

The 62nd Primetime Emmy® awards show, hosted by Jimmy Fallon, aired August 29, on NBC, at the Nokia Theatre in downtown Los Angeles.

## marketer of the month



## a custom website lets you stand out from the crowd



Having a website is a given. Being able to choose from dozens of website templates and manage the content of your website so that it reflects your own prices and priorities, as website owners in the eFlorist program can do, is a huge advantage.

So what's the next step up in e-marketing? That was a logical question for Robin Martinez of Flowers of Kingwood in Kingwood, TX. Robin's a florist who is always looking to do better. In the Teleflora Top 500 for more than a decade, incoming president of the Allied Florists of Houston, proclaimed Businesswoman of the Year by the Better Business Bureau, she has been no slouch in the website department. "I was already actively managing my eFlorist site using the eSAT web-management tool," she says. "I just wanted to do even more to set myself apart from not only my local but also national competitors."

So she decided to purchase a totally custom website from Teleflora, for a completely unique look. The site pushed live a week before Mother's Day this year. The result was a 17% increase in business over the year before.

"The process itself was easy," says Robin. "The lady from Teleflora was easy to work with. And it has not been any more work maintaining the site. You can commit as much or as little time as you want." Robin tends to spend more

time managing her site before holidays than during the summer months, but she notes that it's possible to do website management for the holidays well in advance—"there's no reason not to prepare ahead."

She has recently also become active on Facebook and Twitter, with help from a Teleflora emarketing counselor. "We have to do whatever we can to stay ahead of the game," says Robin, "and this is one of the easiest and most effective ways to do it."

Check out Robin's custom website at [www.flowersofkingwood-tx.com](http://www.flowersofkingwood-tx.com).

\* 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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## the new FSG is the best ever published

In the floral industry, first impressions don't just count, they are critical to our business. In other words, it's all about catching the consumer's eye.

And now there is an indispensable sales tool that every member florist needs to catch and keep the attention of your client base: Teleflora's New Floral Selection Guide (FSG).

The new FSG, which will be shipping into shops early next month, is the best looking and best merchandised guide we have ever published! It's packed with exciting new features geared toward making your jobs easier and empowering you to succeed.

The new guide includes over 500 new floral arrangements in a variety of styles and price points. All the bouquets were created by top floral designers and shot by high-end photographers in a variety of beautiful settings. Selling from the guide is quick and efficient, thanks to 14 sections organized by theme and occasion. A "What's New" section makes for easy product additions.

The guide is extremely attractive, but it's much more than pretty pictures. The merchandise assortment is based on three years of research and sales data from florists and consumers. We cast a wide net to gather this input—over 4,500 floral shops of all sizes from across the country shared their opinions on topics ranging from types of flowers typically carried to preferred containers to best-selling design styles.

Based on the data, we strategically developed an optimal mix of new bouquets as well as updates to past bestsellers. For the first time, the new FSG boasts a broad array of Teleflora Everyday containers, repeated frequently throughout the book—more than 30 products in total, including 11 new containers. These new Everyday products are not only great for your Teleflora orders, but also are versatile and affordable options for your walk-in business.

Besides a terrific new look, this FSG is light, compact and durable with 100% waterproof pages in both the counter book and workbook. Plus, the workbook is now a convenient three-ring binder for easy updates.

Today's consumers have more choices than ever before. We can meet their demand without missing a beat by relying on this groundbreaking new guide.

Sincerely,

shawn weidmann {president of teleflora}



## "i did it!"

Great instructors and enthusiastic fellow students make a big difference—but perhaps the most exciting thing about classes at the Teleflora Education Center is that moment in a hands-on workshop when you've actually created a fabulous design in a style that's new to you, using a technique you never used before.

You can see that excitement on the faces of students at two of this summer's classes: Sympathy Expressions with Bert Ford AIFD, and European Design with Els Hazenberg AIFD, AAF. There's more than design, of course. Besides techniques for classic funeral tributes, Bert taught how to conduct a sympathy consultation and how to work with customers to create personalized designs. Els shared the fine points of European design from an insider's point of view. One of only five individuals to receive AIFD's Award of Design Influence, she has taught at the Education Center every year since it opened 26 years ago. And students keep coming back for more!



### upcoming classes:

October 3-6, 2010

**Smart Everyday Design**

Instructor: Tim Farrell AIFD AAF PFCI

October 17-20, 2010

**Creative Designing with Permanent Botanicals**

Instructor: Bob Hampton AIFD AAF PFCI

### a word from tom

## we need new tools for a new kind of floral marketplace



*This summer at the Arkansas Florists Association convention I visited with Jo Buttram and her daughter, Shelby Shy, both of Shirley's Flowers & Gifts in Rogers, AR. Jo is one of the many successful Teleflora members who use the Floral Selection Guide to build business every day.*

I've been in the floral industry for 41 years, but floral selection guides have been around a lot longer than that. Over time they have evolved along with the industry.

The first Teleflora selection guide was designed primarily to help florists with out-of-town orders. It allowed one florist to communicate to another, with the precision of a photograph, just exactly what the customer wanted. It also gave the customer assurance that's exactly what would be delivered.

Today's floral selection guide does all that and more. It has become a powerful tool for selling local orders as well as outgoing orders. And in the age of the Internet it's an effective extension of your own website.

One florist who understands that is Jo Buttram of Shirley's Flowers & Gifts in Rogers, AR. Shirley's has been in business for 35 years. "We want to make sure we get it right," says Jo, "and the Teleflora guide helps us to pin it down: 'You want it in a vase like this? Or in a basket like this?' Even when the customer says, 'Just make it pretty'—well, pretty means different things to different people."

Today customers are likely to find their way to you via the Internet. Even longstanding customers might check your website before heading down to the shop for a personal chat about that all-important gift or tribute or celebration. That being the case, what could be a better visual reference than a selection guide that feels like your website, but up close and personal, with the "real" feeling that you only get from the printed page?

At the heart of selling and service is communication. The Teleflora selection guide reminds us of the saying, "A picture is worth a thousand words." I hope you will fully explore the potential of Teleflora's new selection guide as an aid to help you communicate with your customers better than ever before.

*Tom Butler*

tom butler (chairman of teleflora)



# teleflora members near and far...



## it's showtime!

If it's the third week in August, it must be the Arkansas Florists Association annual convention! In glittering attire at the President's Banquet were, from left to right, Arkansas Unit President Jan Diederich of **Friday's Flowers** in Fayetteville; Glenn and Charlene Oswalt of **Classic Flowers** in Forrest City; Georgie Murphree of **Elegant Flowers** in Greers Ferry; Debbie Wheeler of **Corner Gift & Florist** in Searcy; and Donna Brown, also of **Elegant Flowers**. Teleflora Education Specialist Tom Bowling was there too, and in this photo he looks pleased about his cover design for *Flowers&* magazine.



The Arkansas convention includes the exciting Mid America Cup. This year's winner was Kay Schlaefli AMF, design manager at **Expressions Flowers** in Fort Smith, AR, who competed against eight designers, all of whom had won competitions to represent their separate state associations. Kay is flanked in the photo by Jo Buttram of **Shirley's Flowers & Gifts** in Rogers, AR, representing the AFA, and Teleflora Chairman Tom Butler.



Florists who attended the program sponsored by the **Central Texas Unit** were inspired and entertained by Education Specialist Kevin Ylvisaker. The program table was decorated with this fun design in Teleflora's Ford Pickup, contributed by Julie Geib at **Artistic Blooms** in San Antonio.

The **Heart of America Unit** brought Teleflora Education Specialist Julie Poeltler to Baisch Skinner for a program that was presented first in Topeka, then the next day in Kansas City. Julie asked three helpers to show everyday designs that sell well in their shops. Who were the helpers? The current and two past Unit Presidents: from left to right, Sheri Cyre of **The Flower Gallery** in Concordia, KS, Becky Hoffman of **The Lemon Tree** in Horton, KS, and Wayne DeBey of the **Flower Nook** in Salina, KS. In Topeka the event was chaired by Karen Medlin of **Westloop Floral** in Manhattan, KS, in the photo at right.



That big pink flower is certainly an eye catcher. It's just one of the ideas Hitomi Gilliam presented at a program hosted by the Oklahoma Unit. With Hitomi from left to right are



the Oklahoma Unit President Sue Kendall, Teleflora's Marie Ackerman, South Central Regional Unit Director Debbie Gordy, and Teleflora's Suzi Lawrence.

\* 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).



There were three generations from **Alma's Flowers** in Purcell, OK at this summer's Oklahoma State Florists Association convention: owner Alma Huddleston, her daughter Pattie Wilhoit, and her daughter Amye Jenniungs, just now joining OSFA Board of Directors. Hanging out at the Teleflora booth, Mary Schumake of **Morrison Floral & Greenhouse** in Oklahoma City checked out the Resource Guide to order Teleflora product. Two happy scholarship winners also joined Teleflora's Suzi Lawrence and Tom Butler at the booth: Neal Herring of **The Blossom Shop** in Altus and Bruce Vandergriff of **Flowers By Sally Ann** in Broken Arrow.



Turnout was great for the South Texas Unit educational program in August, and Education Specialist Sharon McGukin had a great backdrop for her presentation, "Wedding Designs on a Dime."



The models did justice to the fabulous wedding flowers by Kevin Ylvisaker (sponsored by Teleflora) at the **South Carolina Florist Association** convention. They included Miss South Carolina, Miss South Carolina Teen and Miss Greater Upstate along with three



adorable Palmetto Princesses. The winner of the Palmetto Cup contest was Matthew McDonald of the **Bookshelf Florist** in Gaffney, SC, current president of the South Carolina Unit.



Florists at this summer's **Texas State Florists Association** convention were treated to a dinner that was also a wedding program, with bouquets by Teleflora's Rich Salvaggio and this floral butterfly.

## one week old

Erin Pinkston, of **A Bloom Above the Rest** in Edmond, OK, had to miss the Oklahoma State Florists Association convention when Kendall Emerson Isabella Pinkston was born on a Thursday—but next Monday she was back to work in the shop! It helps that hubby David is taking six weeks off to care for the baby. Go Mr. Mom!



## florists are family

Reminiscing about the early days, Jan Millard of **All About Flowers** in Cincinnati, OH recalls how a fellow florist taught her how to make her first casket spray. "Then again one year when we got bombarded by 75 prom corsages the day before Mother's, our friends from

**Flowers by Meda** were there to help. I think this is one thing that supermarkets can never take away: florists are all family and we are there to help each other." Jan started the shop in 1985 and ran it alone with her husband Ben, working long days. They're still going strong today. Thanks for the thought, Jan!





## merchandising with style



### Mercury Glass Bowl

This dazzling new mercury glass bowl is the perfect centerpiece for every Christmas table. With its glimmering presence, it can also become a high-end candy-cane dish or a candleholder. Enhance its mirrored reflection by simply adding water and placing floating candles or flowers. Purchase Teleflora's Julep vases and hurricanes to accent the bowl and create a dynamic party décor for the holiday season.



### Williamsburg Lantern

Bringing back our popular Williamsburg tradition, this classic lantern with antiqued finish brightens the holiday and can be turned into a great decorative piece with a candle. To display the lantern safely, fill it with a battery-operated candle—or with seasonal botanicals for a warmer look. To add dimension to the display, suspend lanterns at different heights. Your displays can suggest the use of lanterns as décor inside and outside, at any time of year.



### Santa's Workshop Collectible from Thomas Kinkade

In Teleflora's 21st collaboration with one of our best-selling licensing partners, Thomas Kinkade, the artist has created yet another spectacular collectible featuring a hand-painted, hand-crafted Santa's workshop that lights up! A must-have for collectors, this Kinkade brings the holiday spirit to any room in the house. Use wrapped Christmas packages as risers for a product display with flowers. You may also wish to offer the collectibles as gift items on their own.



### Deck the Halls

Our best-selling ornament jar is back! It's a great collector's piece that adds sparkle and shine to holiday displays, at home or in the shop. Showcase it filled with flowers or holiday treats. Display and sell the ornament with silver and red Hershey's kisses or silver snowflakes of different sizes for a simple but effective display.



### Send a Hug

This endearing snowman design is destined to become a keepsake classic. Its sentiment will make it a favorite with friends and family of all ages, and it can be used a candy jar for seasons to come. To display, make a small boxwood Christmas tree in the snowman, or fill it with a small poinsettia plant.



### Christmas Present Perfect

Teleflora's Christmas Present is the newest addition to our exclusive Present Perfect™ line. The durable, waterproof container comes with everything you need conveniently wrapped in the packet to ensure a flawless presentation. Accessorize with ornaments, candy and pinecones, or add a poinsettia plant to complete the look. Display together with Teleflora's ornament jar and Thomas Kinkade to showcase the whole lineup of collectibles.

# the fsg goes live online for you

Floral Selection Guide (FSG) products and images will be live on myteleflora.com later this month! You'll have online, digital access to all the new recipes, images and other helpful product information, right at your fingertips.

Some of the bestsellers from the old Floral Selection Guide, like How Sweet It Is or Sunny Smiles, have been added to the new one. But most of the current products will be replaced by new, similar products. In addition, the product ID numbers will change for all products, including those bestsellers that are continuing.

Searching for recipes and products is easy. Click on the Search Recipes icon to take you directly to our recipe search page. With a "smart" search for recipes, even if you misspelled the arrangement name, or search with the old product ID, the search engine will still be able to find what you are searching for.

In the search box, you can enter the product ID (Teleflora assigned number), product name, the partial product name or even a partial product ID to locate the right recipe. For example:

- If you are looking for a recipe that has "sweet" in the product name, just type in sweet in the recipe search box.
- Or, if you are looking for a specific product, type in the entire product ID.

The Floral Selection Guide products will also be added to eFlorist sites by default after Thanksgiving.

If you would like to continue offering current products that are not in the new FSG, you can use eSAT to activate the products or contact Web Services at 866.983.3932 or [webmaster@teleflora.com](mailto:webmaster@teleflora.com).

## put custom designs on your website with eSAT

When customers visit your website, do they see your unique creative vision, or do they see the same line-up of products everyone else has? If you've got an eFlorist site, you can put your own custom creations front and center, right on your homepage if you want. Designing the product is the hard part; creating the custom product image on your eFlorist website is far easier, especially when you use eSAT. Last month eSAT unveiled an image editing tool that allows you to upload, crop, and edit custom product images without having to download any additional photo software.

It works like this:

- You create your arrangement and take photos of it.
- When you've got an image you like, log in to eSAT and upload the image file.
- Edit the file just as you would in any other program, cropping or resizing as needed. The image-editing tool is set to the proportions needed for your site, so there's no guesswork!
- eSAT saves four different versions of the image for different areas of your site: the product page, the "view larger" pop-up, the "recently viewed" display and the category page.

You only need to upload and crop each image once; gone are the days of buying expensive photo editing software, then creating various versions of your image for the different uses. With eSAT there are just a few simple steps, all in one program, and step-by-step instructions appear on every screen.

Create your own custom products today by logging into eSAT at [esat.myteleflora.com](http://esat.myteleflora.com). Click on the "Add Custom Products" or "Edit Custom Products" and follow the instructions.

For more information about using the image-editing tool, visit [www.efloristuniversity.com](http://www.efloristuniversity.com). There you'll find a recording of a webinar explaining how to use the new image tool to express your creativity with custom products.