

APRIL 2012

# myteleflora

{news}



eFlorist wedding page  
gets a makeover!  
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## introducing: theMARKET by teleflora

In today's ever-changing retail environment, Teleflora is continually looking at unique ways to help you run your businesses. At the Unit Presidents' meeting in January, some of you got a first look at "theMARKET," a new web site getting set for launch. Over the years, we heard your requests to buy our products online and agreed it was a great plan. We've been looking at ways to implement something. The idea for theMARKET evolved from conversations about upgrading our Stems&Bunches business, and features a site where florists can purchase everything from flowers to containers to supplies in one place.

- **Stems&Bunches Flowers:** Member florists will now have instant access to the world's largest selection of flowers, freshly cut and delivered straight to your door. One of the best features of theMARKET is the ability to book Standing Orders. Previously, the only way to book a Standing Order was via a sales rep. Now, you will be able to browse available Standing Orders and book them directly online.
- **Containers:** theMARKET will offer all of Teleflora's Everyday containers. When a container is purchased, you will automatically be codified for that container. You will also have the ability to purchase clearance products.
- **Supplies:** Member florists will be able to purchase hard goods from the industry's favorite suppliers, including shopping for chocolates, balloons and any other essential supplies a floral shop might need.

You will be able to access theMARKET day or night via MyTeleflora.com on the home page. When theMARKET goes live, your MyTeleflora.com pages will feature an icon that links to theMARKET, where you can immediately begin shopping whether you're at home on the couch or at your floral shop. To simplify the process, all the products will be rolled into one shopping cart for easy checkout, whether you're shopping for flowers, containers or supplies. Members can pay with their clearinghouse statements or via credit card, whichever is easiest.

A few of you have already used the new site as part of our Beta testing program, with positive results. Among some early reviews: "I don't do too much online shopping, but my experience with theMARKET has been great, it's very easy to navigate," said Jon Reynolds, Florist on the Square, Tulsa, OK. "Everything is spelled out via the beautiful photography; there's no confusion about what one might need."

I look forward to hearing your thoughts once the site officially launches, so keep an eye out for the icon on your MyTeleflora homepage. And as you become more familiar with the products and site functions, feel free to email comments and suggestions to theMARKET@teleflora.com.

Sincerely,

jeff bennett {president of teleflora}

## upcoming classes:

**Sympathy Tributes**  
with Bert Ford AIFD PFCI  
April 29-May 2, 2012

**Wedding WOW: Bouquets with Style**  
with Susan Ayala AIFD PFCI  
June 3-6, 2012

**Trendsetter: New Design Ideas for 2012/13**  
with Hitomi Gilliam AIFD  
June 24-27, 2012



Yellow Fellow  
T56-1A

## regional unit director profile: gary snow AIFD, CFD



"I truly would attribute my business successes during these times to my participation in every Unit program I've ever attended, both business and design," says Gary Snow, of **Always in Bloom Florist** in Vero Beach, FL. Active in the Units

Program for 15 years now, Gary started as a board member, became an officer and Unit President, and currently serves as the southeastern Regional Unit Director, providing advice and assistance to the Units in his region. Asked for an example of a tip from a program that has boosted his profits, he offers, "Years ago I heard Jim Ganger telling about using alum to prolong the life of hydrangeas. That one little bit of knowledge has saved me thousands of dollars over the years." From Gary's perspective, in recent years the Education Specialists who deliver the programs have become more skilled at mixing bottom-line business advice with design technique while keeping the presentation lively and entertaining. "In parts of the Southeast, we have florists who drive to every Unit Program that's offered, even when it's hours away. There's a reason for that!" But it's thanks to people like Gary that the programs earn such loyalty.



to find out how you can get involved with your local Teleflora Units Program, go to [myteleflora.com](http://myteleflora.com)





## bling is the thing!

The Teleflora Education Center hosted a first-time-ever class to launch its 2012 season. The class, entitled *Bling: Designing Sparkling Prom Flowers*, was co-branded by the Education Center and Fitz Design, the leading provider of floral bracelets, hair accessories and jeweled items in the floral industry. It was taught by John Hosek AIFD, PFCI, who is both a Teleflora Education Specialist and an instructor on the Fitz Design team, for three days in late February—just before the start of the early Midwest prom season.

This sold-out class was filled with excited designers from all over the country. Not only did they learn how to design with Fitz products, they also learned how to make their designs distinctive using decorative wire, ribbon and even lights. John provided a PowerPoint presentation of historical information about the wearing of flowers from ancient Roman and Egyptian times to the present day, then followed it up with a trend overview of what gals are wearing this year: shorter dresses, with texture, including feathers and dimensional flowers.

The class covered new ideas in how to market to teens, including planning your shop's own "Prom Party." Since most teens today have never known a time when the Internet was not part of their life, it's especially important to make sure that prom flowers appear on your website—the first stop for teen shoppers. Participants also learned the key people at a school to contact and exactly how to approach them. Finally, everyone in the class learned selling techniques and how to price prom flowers profitably.

Each participant went home with dozens of new ideas and sources and even some free samples, courtesy of Fitz Design and Teleflora.



## a word from tom

### do your customers know you can send flowers worldwide?



*At Pugh's Flowers in Memphis, TN, Tim and Michael Pugh are extra-smart marketers. Even so, they were surprised to find out what a boost they could get just by promoting their international sending capability. (Here I am with the two of them—admiring their ads!)*

International orders are among the most profitable orders you can send or receive—and yet, many florists don't promote this service. Sometimes, it's because you assume everyone already knows about it.

"We were shocked," says Michael Pugh at Pugh's Flowers in Memphis, TN, "when we did a survey that told us three-quarters of our customers didn't know we can send flowers nationally and internationally. I'm a second-generation florist, and our shop has always belonged to at least one wire service, so to find this out was beyond belief for us."

At Pugh's, they decided to do something about it. "We started putting Worldwide Delivery on everything we print: statements, website, enclosure cards, some of our in-store signage," says Michael. "Then we also made a new television commercial that talks about some of our orders that go to different places around the world." With RTI, the Pughs were able to pull information on those orders from the system.

The Pugh's "worldwide" commercial runs with special frequency prior to Mother's Day and Christmas, when customers most want to send orders away from home. As a result, the shop has increased outgoing wire orders by 14%.

"The ads are a way to keep loyal customers, letting them know they don't have to go somewhere else for that service," says Michael. "They don't have to keep track of multiple websites, and if there's a problem they can call us—they don't have to rely on some anonymous representative somewhere." It's a message worth sending.

*Tom Butler*

tom butler (chairman of teleflora)

# news from all around!

SEND US YOUR  
BEST STORIES  
AND YOU MAY  
BE IN THE NEXT  
EDITION\*



## mighty michigan

The Great Lakes Floral Expo, hosted by the Michigan Floral Association, is always one of the floral industry's top educational events. Among the highlights this year was an "Iron Chef"-style design competition, sponsored by Teleflora and Smithers-Oasis and commented by that lively toastmaster, Jerome Raska AIFD, PFCI (seen at left). Competitors did not know what flowers or tools they would be given, and had a limited time to work, all under the added pressure of performing in front of an audience. Another highlight was a hands-on session, "Behold the Bridal Bouquet," sponsored by Teleflora and featuring Alex Jackson AIFD, PFCI (standing tall in the back row of the group at lower left). Alex showed participants how to create a bouquet in a holder so it stays fresh longer, but with the look of a hand-tied bouquet, using faux stem handles.



Like every good floral convention, the Great Lakes Floral Expo also includes awards. This year's Michigan Floral Association Retailer of the Year was Don's Flowers in Zeeland—a leader in West Michigan since 1950. Owner Doug Vos is seen in the photo at right with Kathy Vos and (at far left and right) Teleflora's Kathy Petz and Tom Butler AAF, PFCI.



## 50 years of romance

Although they met on a blind date in 1960, and married four years later in 1964, Charles and Jo Petersen of **Onawa Florist** in Onawa, IA count Valentine's Day, 1962 as a milestone in their lifelong romance—which made Valentine's Day this year a sort of golden anniversary for them. Locals who both grew up in the same Sioux City area where today they have their flower shop, Jo and Charles were fittingly celebrated in the local paper, *Siouxland Life*, this past Valentine's Day. "It's a special day for us," says Charles—the more so because he is a florist, which he has always understood, preeminently, as a way of helping people express their love.



## a horse of a different color

It takes quite a few roses to celebrate a retirement in style—especially when the retiree in question is a horse. The equestrian blanket on the worktable required about 250 red and yellow roses. Even more roses went into the all-red blanket worn by Take Away in the photo below, in which the roses are pavéd, one right next to the other, without greenery or filler flowers. But at **Wellington Florist** in Wellington, FL, it's all in a day's work. More precisely, it takes J.P. Varvarigos half a day, with someone helping him, to make one of these blankets. "Every year I make two to five of these things," he reports. Wellington, near West Palm Beach, is one of the equestrian capitals of the world. "We have quite a few famous horses here. One time, I made a blanket with a thousand roses." The blanket weighed 150 pounds and cost \$5,000. "It took three days to make it, with two helpers, and two guys to carry it," J.P. reports. "It covered the horse from the nape of the neck to the back of the saddle." The technique is painstaking: each rose must be individually wired; then the roses are wired together into a chain that is attached to burlap backing.



A third-generation florist, J.P. has been around horses and flowers since he was a kid. He was 11 when Wellington Florist opened in 1991. Not surprisingly, Wellington Florist, though not a large shop, does a good business with its moneyed clientele, including high-end arrangements, small but elegant parties, standing orders for people's homes—and the occasional item of equine couture.



# top members in oklahoma!

member {spotlight}

We sure do have exceptional Teleflora members in the great state of Oklahoma! They get regular

visits from Territory Sales Manager Suzi Lawrence. Among them (from left to right, top to bottom): Chad Clark, head designer, and owner **Patsy Terry at Arrow Flowers & Gifts** in Broken Arrow; Erin Pinkston at **A Bloom Above the Rest** in Edmond; Sheri McLaughlin and her staff at **Art in**

**Bloom** in Owasso; Oklahoma Unit President Becky Hearon of **Cagle's Flowers & Gifts** in Muskogee; store manager Patty and owner Kent Whitnah at **Capitol Hill Florist & Gifts** in Oklahoma City; Steve Baggett at **Countryside Flowers & Gifts** in Owasso; Jon Reynolds, OAMF, at **Florist on the Square** in Tulsa; Scott McNeill of **Flowerland** in Bartlesville; Lloyd Lawson and mom Pat Lawson of **Flowers By Pat** in Oklahoma City; Nancy Scherman of **Foster's Flowers** in McAlester—the oldest flower shop in Oklahoma, which suffered a fire in 2010 and has renovated in the original location; Pam and Bobby Fincher at **Graves Floral & Greenhouses** in Shawnee; Marta Land of **House of Flowers** in Shawnee; Ron Bartlett of **Huffman Floral** in Enid; Debbie and her daughter, Kim Farlin at **Kickingbird Flowers & Gifts** in Edmond; Gary Horton at **Lakeland Florist** in Muskogee; Gaylyn Wattman, AIFD, OMF at **Mary Murray's Flowers** in Tulsa; Linda Moon and her son Michael at **McClure's Flowers & Gifts** in Bethany; Mary and Richard Shumake and Barbara Morrison at **Morrison Floral & Greenhouses** in Oklahoma City; Teresa DeBord at **Mustang Flowers & Gifts** in Mustang; Greg Davis at **New Leaf Midtown** in Oklahoma City; Anita Smith and her staff (braving the heat and wind for a photo) at **Sunkissed Floral** in Miami; Vickie Malget at **Thorn Originals** in Perry; Toni Garner (at right in the photo) and her sister Stephanie at **Toni's Flowers & Gifts** in Tulsa; Dan Long AIFD at **Uptown Florist** in Enid; and Judy K. Austin at **Yukon Flowers & Gifts** in Yukon. Congratulations all!



\* 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).

## display & gift ideas for men

Encourage your customers to treat the men in their lives with flowers—and by giving them a keepsake they can enjoy for years to come. Here are a few fun and easy in-store displays that will inspire sending flowers to men of all ages!

For the car enthusiast, the newest addition to our man-friendly keepsakes is a ceramic replica of the classic Jeep® Wrangler! It makes a great gift for dads and grads. Driving right beside it is Teleflora's classic '48 Ford™ Pickup. This ceramic model is hand-painted in traditional Ford blue. Finally, score a homerun with Teleflora's Big Hit Mug. Its authentic detail makes it a great gift for baseball fans. Display these unique keepsakes together. Consider adding racing flags to the display, as well as signage from local sports teams you want to support.

For men who spend time at a desk, create an office environment using an actual desk or flat surface. Use Teleflora's Bamboo Collection, starting with the small bamboo rectangles and cubes as office supply holders filled with pens and paper clips. Add a large bamboo cube with a potted orchid as the perfect desk accessory. Have fun with it: stack the other bamboo shapes and colors, filled with other office necessities, to help your customers appreciate the multiple after-uses that can be enjoyed with a Teleflora Bamboo Collection gift bouquet.



## new everyday products—you asked, we listened

We have taken our best-selling containers and added new colors and shapes to offer more surefire hits! Check out the newest additions to the Mirrored Cube and Mercury Glass Collections and find them in your Spring 2012 Resource Guide.

**new mirrored cube colors** - our popular silver mirrored cube is now in gold and bronze! Its metallic finish will add a sophisticated touch to any bouquet or event!

**new mercury glass vases** - Exciting new additions to our popular Mercury Glass Collection are here! With a chic antique finish for sophisticated presentation in fashionable silhouettes—they are truly exquisite for all occasions as well as events!

**the large julep vase** - a current standout in silver, is now available in impressive gold!

**the royal vase** - in elegant gold and silver! It offers high perceived value and takes any bouquet from ordinary to extraordinary.







## new eFlorist wedding page

The average bride in the US starts looking for her wedding florist about seven months before the big day. She'll do much of her initial research online, so it's important your site creates a great impression and gets her attention.

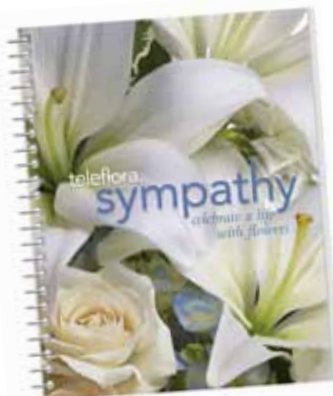
This month, your eFlorist Wedding category page will get a complete makeover. Similar to the way Sympathy category pages were re-designed last year, the new Wedding category page will greet visitors with a fresh and inviting look. Images will replace the current text links that lead to wedding sub-categories such as wedding party, bouquets, reception flowers and more. The new category page is scheduled to go live on eFlorist sites later this month.

As before, you can upload photos of your own wedding work to your website galleries. You can create up to 10 galleries with 10 photos each, for a total of 100 photos. Follow these specifications to create your gallery images:

- Start with images that are focused and showcase the flowers
- Crop the images to two different sizes:
  - 70 pixels W x 75 pixels H for your thumbnail image
  - 400 pixels W x 400 pixels H for your full-size image
- Images should be saved at a resolution of 72 dpi (dots per inch)
- File sizes should be no larger than 40 kb each

Once you've got your images saved, put them on a CD send them to eFlorist Support. They will then upload the photos to your website galleries. For help submitting your images, contact eFlorist Support at 866.983.3932 or [eflorist@teleflora.com](mailto:eflorist@teleflora.com).

## teleflora's NEW sympathy guide



This elegant 68-page book contains the entire sympathy section (current and NEW update pages) from Teleflora's Floral Selection Guide. This is an essential guide to show both flower senders and funeral planners what your shop offers in the way of sympathy flowers.

With an elegant pocket to include literature about your shop and a space for your business card, this is the perfect book to help position your shop as a professional go-to resource for sympathy flowers.

Our new book begins shipping in April. Quantities are limited so be sure to order yours today! 800.333.0205

9.75" x 11.375"; spiral-bound with high-quality extra-thick covers

**12K100**

**quantity**

**price**

1-4

\$39.95 each

5+

\$34.95 each

## will you be open mother's day?

Mother's Day is one of the biggest floral holidays of the year and it's important to be prepared. We want to know if your shop will be open and/or accepting orders on Sunday, May 13th. Please visit [myteleflora.com/mothers-day-opt-in.aspx](http://myteleflora.com/mothers-day-opt-in.aspx) and let us know!



Spring Favorites  
T149-1A

## marketer of the month



## space rental generates income and goodwill



Plenty of florists buy and sell the products of local artisans or craftspeople. Others allow those artisans to display their products in the flower shop, to be sold on a commission basis. At **Evansville Floral** in Evansville, WI, Rose Helms came up with a better idea: she simply rents out the display space for a flat fee. "By doing this, I don't have to purchase inventory, nor do I have to keep track of the inventory sold and the commission. Whether a sale is made or not, the fee for the rental space remains the same." If there is a holiday, the space fee is double. The amount of space also determines the fee. Responsibility for marketing and maintenance is shared. Overall, the arrangement generates a small but easy profit.

"Hassle-free" is not the only benefit, however. When she first thought of this idea, Rose made public announcements (on Facebook, in her newsletter, and at local community business meetings) that she was looking for home businesses to partner with. "Our community is very focused on supporting local businesses," she reports.



"We have a local farmers' market that is very popular." Rose has forged a successful partnership with a local businesswoman who makes and markets homemade honey, candles, organic soap and the like—"self-pampering" spa products that nicely complement flowers. "I'm more active in social media marketing, and she is more active in word of mouth, so we complement each other there too," says Rose. "She helps me get customers I didn't have before and keeps me in the farmer's market loop, which is an area that will continue to grow."

It's a great new direction for a shop that is turning 100 years old this year!

\* 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!