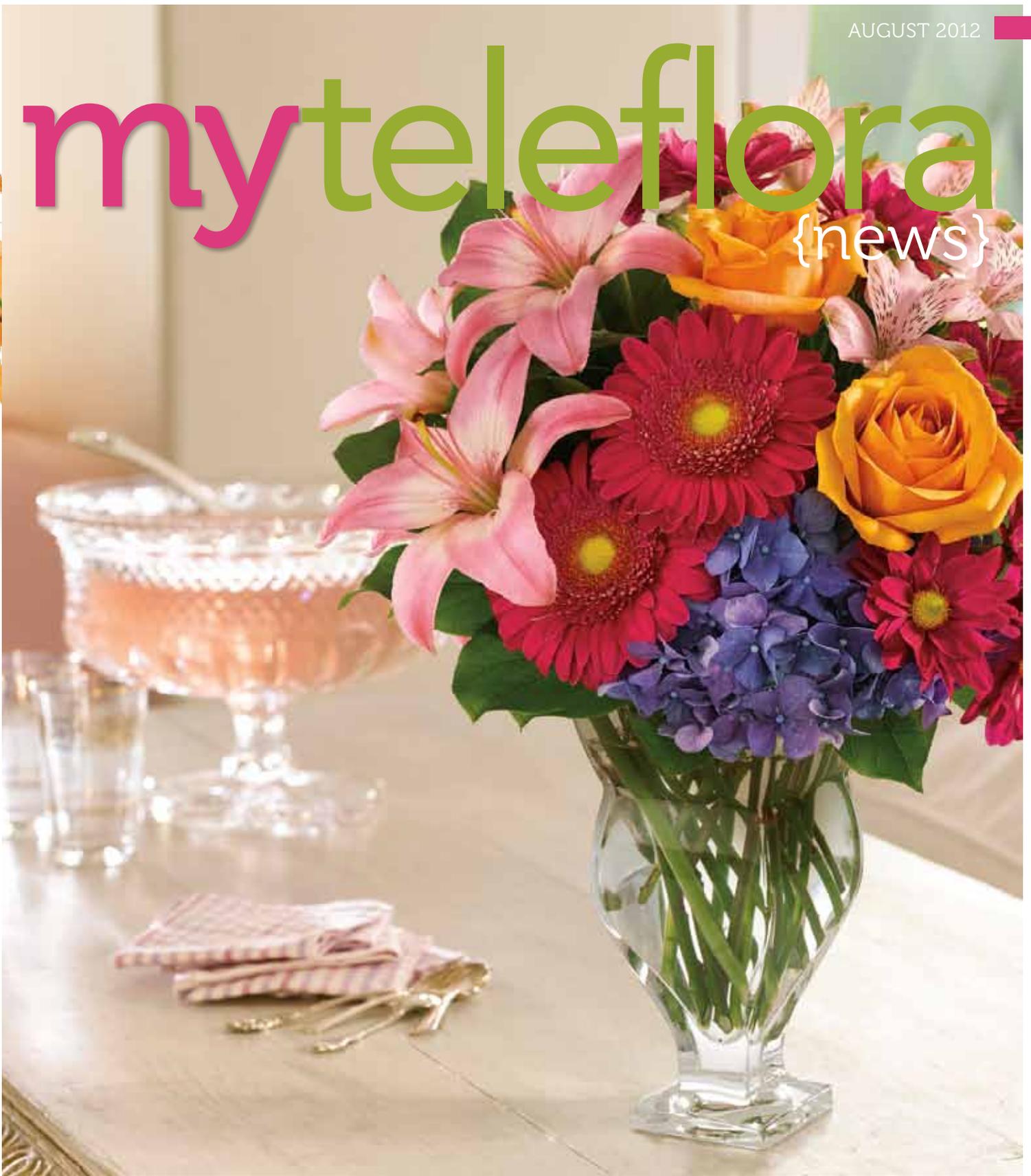


# myteleflora

{news}



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## what's new at stems&bunches

As a Teleflora member, you are eligible for a variety of exclusive programs and resources, including our Stems&Bunches service. So I wanted to take this opportunity to provide more details about the latest developments to Stems&Bunches.

Savvy florists are taking advantage of Stems&Bunches standing orders, which offer a combination of extended vase-life, quality and consistency that is truly unmatched in the industry. Based on feedback from you, we designed our standing orders and product offerings to suit your needs.

Mario Rizzi, head designer at **Dorothea's Florist** in Jensen Beach, FL likes the flexibility of ordering online, but also enjoys working with his sales representative. "My sales representative is always making helpful suggestions," says Mario. "He was the one who recommended mixed fillers and baby's breath that were both just wonderful. And I like that Stems&Bunches is willing to work with me. During the summers, I don't need as many white lilies, so they let me adjust my standing order accordingly. That makes the experience all the more convenient."

Previously, the only way to book a standing order was by calling a sales representative. Now, it's possible to browse standing orders and book them directly via theMARKET, Teleflora's new online shopping site. More and more Teleflora shops are using this new feature and raving about the convenience.

Joanie Kraus, owner of **Bonsall Village Florist** in Bonsall, CA also loves the one-stop shopping convenience for holiday orders. "I decided to give the product a chance back in January when I took the shop over and was so surprised by how beautiful the flowers were. All my roses for Valentine's Day came from Stems&Bunches and customers raved about beauty and quality of the flowers."

We're always thrilled to hear positive comments like these from our S&B customers. We know how important your local wholesaler is to your business, but we truly feel S&B can be a wonderful complement to your current flower sourcing. For those of you that haven't tried S&B recently, allow us the chance to show you some of our unique new offers and quality products.

Additionally, I want everyone to know that until August 31st, we are offering \$25 off one-time online orders. Please use promo code *online25* to take advantage of this exciting offer. And for your convenience, we are speeding up our delivery times with FedEx. We have several International Priority (two- to three-day) delivery options, and we're looking to add more delivery options for you to choose from.

If you have any questions, please get in touch with your dedicated Account Manager by calling 800.794.8288 or e-mail us at [stemsorders@teleflora.com](mailto:stemsorders@teleflora.com).

Sincerely,

jeff bennett {president of teleflora}

## upcoming classes:

### Everyday Magic

with Joyce

Mason-Monheim AIFD PFCI

September 30-October 3, 2012



How Sweet It Is  
T46-1A

## regional unit director profile:

### bill smith



As a non-designer, and a former employee of General Motors, Bill Smith has a perspective on the floral industry that's a little bit different. "Yes, flowers and

cars are different, but there are also similarities," he says. "It's all about cost. You can make the most beautiful designs in the world, but if the cost is too high, you're not going to make money at it. Most florists have their payroll, rents, that kind of cost under control; the cost of goods sold is what they have to watch on a daily basis." The education offered through the Units Program does include good information on how to make design profitable, Bill notes. He started attending Unit programs about eight years ago, became president of the Michigan Unit, and is now a Regional Unit Director. As such he travels all over the Central Region attending as many Unit programs as he can. What he sees florists getting out of them is not just information but confidence and determination: "You come away thinking, 'I can do that.' "



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



## the next big thing

Learning about trends isn't just for florists who want to be on the very cutting edge of fashion. Even if you think your customers mostly want "traditional," you can benefit from new techniques, products, and approaches to design—in fact, they can make all the difference to your efficiency, marketability, and profits. At the Teleflora Education Center's "Trendsetter" class in June, instructor Hitomi Gilliam AIFD not only shared information about some of the latest trends but showed class participants how to put those trends and innovations to work. Students came away having learned, not just how to create this or that trendy

design, but how to think outside the box.

There is only one more class at the Education Center this year: "Everyday Magic," with Joyce Mason-Monheim AIFD, PFCI September 30-October 3. To find out more, visit the Design Education section of [MyTeleflora.com](http://MyTeleflora.com).



## a word from tom

### teaching and learning are a proud part of the teleflora tradition



Those who know me know that I started my working life as a teacher—so education is a cause that has always been dear to my heart.

Likewise, bringing educational opportunities to florists has been a part of the mission for Teleflora since the early days. Today, our industry is changing fast. Given that most florists are self-taught to begin with, continuing education is more important than ever. We're especially proud of the Units Program and the Teleflora Education Center. These two services complement each other nicely: the Units Program brings one-day educational programs to florists wherever they are, all across the country, while the Education Center hosts in-depth, three-day classes that include hands-on workshops and personalized coaching at our state-of-the-art teaching facility in Oklahoma City. In both cases, the teachers are the finest the floral industry has to offer.

Just as important, Teleflora supports the educational efforts that are sponsored by other industry groups and organizations. This summer, Marie Ackerman AIFD, AAF, PFCI, who manages the Teleflora Education Center, did us proud at AIFD National Symposium. I've always admired Marie's commitment to helping florists learn, along with her talent and energy. Her message was an important one for florists: what you have to offer is not just flowers, but your own creativity. The key to success is to trust and cultivate that creativity—and taking a class or attending a program is a great place to start.

*Tom Butler*

tom butler {chairman of teleflora}



# news from all around!



## more from houston

In last month's issue we shared photos from a wedding program with Hitomi Gilliam, at Southern Floral Co. in Houston, sponsored by the South Texas Unit. Here are a couple more photos from that well-attended event: In the audience, completing their South Texas scholarship applications, were Rosie Acosta from **Flowers by Minerva** in Houston and her sister, both wearing beautiful smiles! Manning the Unit table were Unit Secretary Betty Wright Cowey of **Flowers for You** (in the pink shirt) and Renee Carpenter of **MC Florist**, both Houston shops.



## remembrance

Now in its third year, the Memorial Day Flowers project has over 80 retail florists participating

and sponsoring over 100 cemeteries across the country. The campaign to honor those who have served and fallen in the U.S. armed forces was initiated by Ramiro Peñaherrera of Flowers for Kids, a separate project (see [www.flowersforkids.org](http://www.flowersforkids.org)). Sponsors include Ecuadorian flower growers, the California Cut Flower Commission, and the Delaware Valley Floral Group (DVFG). Among those who participated this year were family members from **Fruits & Flowers** in Bridgeport, CT, including Lisa Fede and her four daughters, who placed over 500 roses on tombstones at Mountain Grove Cemetery in Bridgeport and made a rose tribute basket that was placed at the memorial flag pole for all servicemen at the cemetery.



## top honors in connecticut

With a leadership record like this one, it's not hard to see why John Tornatore, owner of **Gordon Bonetti Florist** in Hartford, CT since the 1980s, was honored this year as Connecticut Florist of the Year by the Connecticut Florist Association: John has served on the boards of 12 civic and seven floral organizations, including 13 years of service on the CFA board and four years as CFA President. He's seen here with CFA awards co-chairs Terri Krisavage (left) and Lee Reiske (right). Also honored at the CFA annual meeting was Luisa Amaral of **Ruth Chase Flowers** in New Milford, CT, who received the association's Florist Improvement Award. Luisa recently moved her shop to a new location in a former vintage firehouse, creating a lovely and unique retail look.



## petals and posies HGTV

When the call came, at first BJ Frew, of **Petals and Posies** in Bel Air, MD, thought it might be a prank or a scam. But no, it really was a producer from HGTV, asking if BJ would be interested in having her shop featured on the show "My First Place"! As it turns out, an upcoming segment will feature a young couple relocating to Bel Air. First up: the wedding. Petals and Posies was chosen for the segment, and a camera crew subsequently came to film the bridal consultation. The segment is expected to air sometime next year.



\* 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).

# a tip of the hat to top members



## michigan



Smiling faces in Michigan mean top-member florists like Angie Aernouts, Carol Butts and Nancy Butts at **Burgett Floral** in Grand Rapids; Connie and Andy Adamo at **Conner Park Florist** in St. Clair Shores (flanked by Teleflora's Janice Curran and Kathy Petz); Kathryn Brock and Shelby Camerella of **The Village Florist** in Milford; Brenda Pruetz, Jon Gerych, Regina Lorenz, and Richard Thibodeau of **Gerych's Distinctive Flowers** in Fenton; and Bruce Anderson of **Moehring-Woods Flowers** in Grosse Pointe Woods.

## new york

Long Island, New York has got to be a great place to be a florist—and a very competitive one, with this many top members. Steve Kanata of **Glen Head Flower Shop** in Glen Head, Long Island, looks pretty pumped at the idea of adding some new Teleflora lumber to his collection. Other top florists on Long Island include Doug Steigerwald of **Long Island Flower Garden** in East Patchogue and, in a group photo at a program hosted by the Big Apple Unit of Teleflora, Cindy Mudford of **English Country Flowers** in Oyster Bay, Fred Falconer of **S.F. Falconer Florist** in Port Washington, and Robert Stainkamp of **Town and Country Flowers** in Manhasset—an active board member with the Unit. They are seen here with Teleflora's Jon Lindeberg and Big Apple Unit President Gloria Kurtinaitis of **Fortes Wading River Florist** in Wading River. Also on Long Island are Angelina Perry, Holly Litts, and Brianna Realmuto of **Perry's Florist** in Ronkonkoma; and John Kudla, Cara Ziff, and Rosa Cuellar of **Towers Flowers** in West Islip (not pictured is owner Tom Francoeur).



## ohio

Ohio top members have stories to tell! At **Baker Florist** in Dover, Karen Baker (center in the photo, with Peggy and Tammy) has been running the business for 41 years. The shop has been around since 1924, and Karen's husband started in it when he was six years old! At **Creations by Lynn** in Broadview Heights, Lynn Zmich stands proud with Brian, who manages Royal Towne Florist in North Royalton for her. She owns a total of four shops, with others in Berea and Hudson. At **Hilliard Floral** in Hilliard, owner Christine Buroff recently wrapped 2,200 carnations to be handed out at a fundraiser walk for the Susan G. Komen Foundation. At **Independence Florist** in Independence, Laura Gmitro (on the right) has owned the shop for only three years, and hit the Teleflora Top 2000 all three! She's seen with designer Denise Fisher. At **Pam's Posies** in Akron, new owner (five years) Greg Ress has gone from Top 1000 to Top 250 and opened a second location in Dover. At **Printz Florist** in Canton, where Mary is holding the plaque, the shop traces its heritage back to making floral tributes for William McKinley. At **Sawmill Florist** in Columbus, Sonya and Yui are celebrating the shop's 20th anniversary this year. And at **Williams Flowers** in Mount Vernon, Laurie is the new (second year) owner of a business with a 90-year history!



## minnesota

Minnesota top members include Jackie Bockwitz of **Forever Floral** in Coon Rapids, seen here with Teleflora's Dan Natalizio; manager John and owner Dick Lindskoog of **Lindskoog Florist** in Minneapolis; Steve McCulloch with designer Gina of **Linsk Flowers** in St. Louis Park; and Colleen and Dick Weber of **Weber's Westdale** in Minnetonka.



## teleflora supports aifd



Once again this year, the American Institute of Floral Designers (AIFD) brought worthwhile educational programs to industry professionals at its annual National Symposium, with support from Teleflora, one of the institute's Platinum Elite Partners.



Marie Ackerman AIFD, Teleflora's Vice President of Education, opened the first full day of Symposium with a program called "Shine: A Journey Toward the Light." With quotes, symbols, art objects and floral designs, Marie encouraged those in the audience to let their creativity shine—and pointed the way on how to do so.



As always, Teleflora members and Education Specialists were active participants in this year's Symposium. Education Specialist Jerome Raska AIFD of **Blumz by JR Designs** in Ferndale and Detroit, MI, served as commentator for a program showing creative use of new products. Chris Norwood AIFD, of Teleflora member **Tipton & Hurst** in Little Rock, AR, was honored with AIFD's highest award and made a "Fellow" of the institute. And Rich Salvaggio AIFD, Teleflora's Vice President of Industry Relations and Publications, served up elegant décor for the gala dinner honoring outgoing AIFD president Tom Bowling, another Teleflora Education Specialist.

When it comes to supporting professional education for florists—Teleflora is there!

## teleflora shines all summer long

In recent weeks, the style and elegance of Teleflora's bouquets were front and center at two worthy, but vastly different events!

Teleflora's bouquets helped set the mood at the third annual Thirst Project's gala, held at the Beverly Hilton in Beverly Hills. Actors Pauley Perrette of the hit TV show "NCIS" and Kirsten Vangsness from "Criminal Minds" co-hosted the event, where Chyler Leigh of "Grey's Anatomy" and her husband, producer Nathan West, were honored for their work with the organization.

Thirst Project is dedicated to ending the clean-water crisis in developing countries. Each year since its inception the celebrity-filled gala has raised thousands of dollars for the organization; this year approximately \$188,000 was raised.

Guests included Lance Bass, Audrina Patridge, Jason Ritter and Josh Sussman. The evening began with a fabulous cocktail reception and silent auction followed by a live auction, gala dinner, and live entertainment. Teleflora was on hand as the official floral sponsor and worked with **Edelweiss Flower Boutique** to create beautiful centerpieces (seen at right) with hydrangeas, lilies, peonies and dahlias.



Also in June, Teleflora provided a bevy of beautiful centerpieces for WriteGirl's season-end celebration. Over 400 WriteGirl teens, families, volunteers and supporters gathered at the Writers Guild Theater to celebrate the completion of WriteGirl's 11th season and to preview the group's upcoming anthology, *No Character Limit: Truth & Fiction* from WriteGirl.



WriteGirl is a nonprofit organization for high school girls centered on the craft of creative writing and empowerment through self-expression. Through one-on-one mentoring and monthly workshops, girls are given techniques, insights and hot tips for great writing in all genres from professional women writers.

## google places goes local

Google's Places Pages were recently rebranded as Google+ Local Pages. What does that mean for businesses like yours? Not much, because for the most part, the pages and their functions are unchanged. The contents (shop information, photos and maps) have remained the same, although the page design is a little different.

The biggest change is the integration of Google+, Google's social network. Google has worked to incorporate the network into existing things like search and business listings to help it grow and expand. To that end, the former Place Pages were rechristened Google+ Local Pages, to emphasize that the pages are part of the Google+ network. You do not have to be a Google+ member to view or use the pages.

Another change is the addition of Zagat reviews. Google purchased Zagat guides in September of 2011 to enhance their local information. With Zagat, Google now has tens of thousands of reviews for restaurants, hotels and other attractions across the country. Zagat is a trusted brand with over 30 years in the review business, so Google benefits from their reputation as well as their expertise. If you've been reviewed in your local version of the little red book, your score will appear on your Google+ Local Page. Google continues to list reviews from other sources as well.

One thing that remains unchanged is the importance of claiming your listing page. No matter what Google calls the page, it's to your benefit to claim and verify the information contained on it so customers know how to reach you. Teleflora has been verifying eFlorist member pages for over a year now at no cost, ensuring no one else can take your page. For more information about this free service and other eFlorist perks, visit the eFlorist Resource Center on MyTeleflora.com.

## make the most of thanksgiving

This fall, make the most of the Thanksgiving holiday by celebrating the season in your shop in Teleflora style. This year, Teleflora has three unique products that will set the fall mood!



### Teleflora's Harvest Gold Bowl

The latest addition to the Mercury Glass Collection is offered in an elegant, antiqued gold finish and deep bowl design—perfect for setting a fall scene, as well as for year-round events! It is the ideal design for Thanksgiving centerpieces, so make sure you have them ready and filled with flowers in the cooler—or, surround the bowls with fall leaves and fill them with festive accessories like pinecones, potpourri and scented candles.



### Teleflora's Autumn Beauty Vase

This magnificent vase, made of hand-blown art glass, makes a stunning presentation with its rich, warm tones that carry over into multiple seasons and occasions. Fill with flowers and have them in your cooler as well as displayed in your shop with other glass and high-value vases. Show your customers what a beautiful and treasured gift this will be for years to come! Be sure to display the poster from the FSG Kit as well!

### Teleflora's Squirrel Away Vase

It doesn't get much cuter than this! The hand-painted squirrel acorn vase will add whimsy to your shop and have customers "going nuts"! Keep this fun vase displayed for fall birthdays, new-baby gifts, get-well arrangements and more. Fill the containers (FDA-approved) with nuts or other autumn décor favorites and keep them near the register. They will be the talk of the shop!

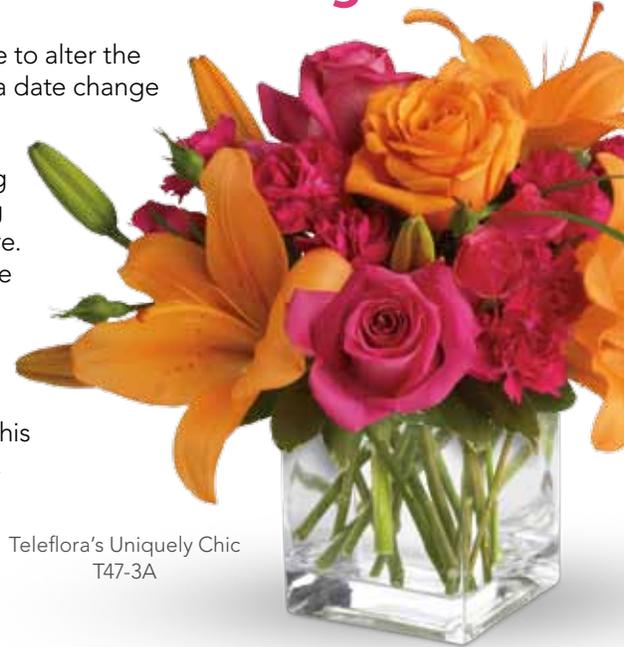


## new feature: delivery confirmation date changes

You asked for it—now it's on the way. Soon Teleflora members will be able to alter the delivery date on orders directly from their systems, for those times when a date change is necessary.

The upgrade, Delivery Confirmation Date Changes, will give both sending and receiving florists a better way to communicate changes, while making delivery confirmations on orders with date changes easier than ever before. It will help to reduce the number of inquiries from sending florists and take some of the stress out of unexpected delays you may face while making deliveries.

The change arrives this August and rolls out on all systems during the following months, in time for the holidays. Teleflora members requested this feature. We were able to make changes based on your input, and we look forward to bringing them to you.



Teleflora's Uniquely Chic  
T47-3A

## marketer of the month

facebook contests win lots of "likes"—and lots of orders.



The great thing about Facebook as a marketing tool is that it's interactive: customers can have their say, get involved, and be a part of your flower-shop community. So how do you leverage that? At **Hope Floral** in Hope, AR, Bitsy Carter—who does the shop's marketing for her dad, Wendel McCorkle—finds that customers and fans of the shop just love contests. For example: Last December, she invited Facebook fans to submit photos of their creative Christmas trees, and then invited visitors to the page to vote for their favorites, leaving a "like" or a comment. "We got 44 entries, very cute, and hundreds of comments," says Bitsy. "The winner got a \$50 gift certificate." None of these were trees the shop had done—they were created by customers, with a little



help. "We sold lots of loose stem flowers and rolls of mesh to those do-it-yourselfers," she reports. Bitsy has also created contests for prom season and Mother's Day. But they're not only for holidays: in another campaign, customers suggested new sayings for a Hope Floral tee shirt, then voted for their favorites after Bitsy narrowed it down to the top three. Bitsy finds that Facebook meshes with and spills over into other marketing efforts. The shop's Facebook page gets mentioned on the radio, for example, and then Bitsy uses compliments that fans make on Facebook as testimonials in radio and TV ads. It's always nice to get a compliment—but even nicer when everyone knows about it.



\* 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!