

myteleflora

{news}



teleflora's holiday promotion
important bouquet info
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A Year in Review

This is the time of year when we reflect on our past achievements and look to the year ahead. It has always been a key objective of ours to identify ways to help our florist network thrive. Looking back at this year as a whole, we are proud of the many things we've done to help your businesses succeed. I'd like to take a moment now to highlight just a few of those programs and initiatives.

- Teleflora believes strongly in research and education that benefits the industry, so we were proud to have made a \$1 million donation to the American Floral Endowment (AFE) earlier this year—the largest donation in AFE history. We've supported AFE for years and these funds will help underwrite additional research and special projects to advance the floral industry in an environment that is constantly evolving.
- Our newly developed Code of Conduct, the first of its kind in the floral industry, addresses the issue of deceptive online advertising and clarifies for members the types of actions we believe are unacceptable for our industry and for any Teleflora member. We believe all florists should be able to market to consumers creatively and compete for business, but it must be in a fair and ethical manner.
- As the floral industry's technology leader, Teleflora prides itself on offering its member florists cutting-edge products that help minimize time-consuming book-keeping administrative tasks and maximize what you enjoy doing the most: designing flowers. Software, hardware, service and support all come from one reliable source: Teleflora Technologies. Offering four state-of-the-art floral point-of-sale (POS) solutions—RTI, Daisy, Eagle and Dove POS—we are focused on continuing to innovate and develop these technologies so that you stay competitive and your businesses continue to flourish.
- With the best resources and the most experience in the floral industry, the eFlorist program keeps you on the cutting edge of online merchandising and marketing. eFlorist continues to be a boon for members, with shops reporting double-digit orders every year. This year, we made a number of improvements to existing features that help increase your ability to market your shops and service existing and potential customers. With online ordering on the rise, many of you expressed that you see your web business as having untapped potential. Our Online Search Marketing Program makes it easy for member shops to market themselves online and reach the 2.8 billion consumers using Google to search for local goods and services. From mobile enhancements and email upgrades to PayPal Express and a completely redesigned wedding category, eFlorist is always improving. A website is vital to your business and all of these enhancements help make eFlorist the best in the business.

Everything we've done this past year helps local businesses like yours stay competitive. This looks to be a season of many joys and a time for businesses to thrive. I wish all of you the best of luck this holiday season.

Sincerely,

jeff bennett {president of teleflora}

2013 education center upcoming classes:

Prom Flower Fashions

with Tom Bowling AIFD PFCI
February 24-27, 2013

Testing, Testing...1,2,3

with Kevin Ylsisaker AIFD PFCI
March 17-20, 2013

Sympathy Tributes

with Susan Ayala AIFD PFCI
April 14-17, 2013



Make Merry by Teleflora
TWR04-1A

unit president profile:

sue smith



Working together with other florists is what makes the Teleflora Units Program successful—and what makes it fun, according to Sue Smith of **The Flower Smith** in Pittsburgh, PA. Sue is just

completing her two-year term as president of the Western Pennsylvania Unit—and a very successful term it has been. This year, the Unit organized four programs, all with good attendance. Making all of that happen takes a lot of work—but with enough volunteers, no one is overburdened, and everyone gets to contribute. "We have great cooperation from our wholesale houses and great participation from our board," says Sue. "They are fabulous!" The Unit's Facebook page has become one way to spread enthusiasm (search "Western Pennsylvania Teleflora Unit"); Sue posts design photos from the programs on the page as a way of boosting attendance for the next event. But just as important are the phone calls, emails and personal contact that let people know, "As one florist to another, this kind of educational program is something you don't want to miss." "I get pretty excited myself, so I guess that helps," says Sue. It makes all the difference!



to find out how you can get involved with your local Teleflora Units Program, go to myteleflora.com

after the holidays, it's time to think prom



Have you noticed a dramatic increase in sales for prom season? Many florists report record demand for creative flowers to wear on this important night in the lives of high-school students. But many shops also feel overwhelmed with demands they don't know how to fulfill.

You can learn how to maximize this area of emerging business by attending a four-day hands-on class at the Teleflora Education Center in Oklahoma City. This year's first class of the 2013 season is sure to be a sell-out like last year! The dates are February 24-27, 2013, and the class is simply called Prom Flower Fashions.

You'll learn the latest in creating and marketing prom flowers to today's cash-rich teens and also learn how to

increase your sales with every purchase! Instructor Tom Bowling AIFD, PFCI of Fitz Designs will show you the latest bling—and so much more. You will create your own designs in interactive hands-on sessions and practice pricing them profitably. The Teleflora Education Center in Oklahoma City will host this class—the first of its 29th year serving the industry!



a word from tom

we love to partner with creative artists. that means you.



Having an eFlorist website is a powerful competitive advantage for Tillie's in Wichita, KS. Here I am with Suzi Lawrence from Teleflora, visiting with the two sisters who are third-generation florists at Tillie's, Jennifer Barnard and Jocelyn Denton.

It's no secret that more and more floral sales are moving to the internet. One of our goals at Teleflora is to help our member florists capture those sales. Judging by the performance of Teleflora's eFlorist program, which enjoyed double-digit growth this year over 2011 orders, we're succeeding.

Of course, "success" doesn't mean we're sitting still. On the contrary, we're always working to make sure eFlorist websites keep up with changes in the marketplace. In the past year, for example, more and more customers started placing orders using their mobile phones. Responding to that development, we added a number of enhancements—for example, one-click calling—to the mobile sites that are provided for free to every participant in the eFlorist program. Other upgrades include improvements to the email marketing component of eFlorist and adding PayPal Express.

One florist family that has taken full advantage of the program is Tillie's Flower Shop in Wichita, KS. The Tillie's site is totally custom-designed by the able and talented eFlorist staff according to the shop's specifications. "We probably have the best site in the city, because of what the Teleflora graphics department was able to do for us," says Jocelyn Denton, one of two third-generation florists at Tillie's. "For us, that was a great way to go. Our eFlorist orders have continued to increase as a percentage of sales. More and more, people find us on the web and order directly from us"—and, as Jocelyn points out, those are the most profitable orders you can get.

We're very proud of the impact the eFlorist program has had, and how it continues to grow. If you haven't yet joined eFlorist, there's no time like the present.

Tom Butler

tom butler {chairman of teleflora}

news from the teleflora family



inspiring and hilarious

Do you put all your imagination and creativity into your floral designs—or do you save some for your marketing campaigns? Launching a yearlong 125th anniversary celebration, **Stein Your Florist Co.** in Philadelphia, PA came up with not one but two great ideas guaranteed to get folks talking. Idea number one: create a public service announcement to commemorate Bullying Prevention and Awareness Month in October. Volunteers were invited to hold a floral plaque that conveys the message, “Stop bullying,” and to say something inspirational on the topic. Then Stein posted the resulting video on YouTube. In a lighter vein, the shop also created a parody of the popular video “Gangnam Style” featuring the shop’s owner operator, Patrick Kelly, its delivery truck, its landmark 1940s façade—and of course, plenty of flowers. What’s up next? The year of celebration continues through October 2013.



saying i do

Teleflora Education Specialist Jerome Raska hit the Eastern seaboard twice in October—once with a wedding program for the Colonial Virginia Unit (special thanks to Claymore Sieck in Portsmouth, VA!), once with a fall and Christmas program for the DC/MD/VA Unit. The Detroit-based florist and designer attracted a good audience including, at the second program in Maryland, Kathy Sanner and her talented staff from **Perry Hall Florist** in Perry Hall, MD.



sing along

When Mary Mannes, of **Mannes Petals & Patchwork Floral** in Freeman, SD, does floral programs for a local senior center or assisted-living facility, music is always part of what the seniors get to enjoy. “My husband Ken is also my delivery person and usually comes along,” Mary explains. “He is a former music teacher, and often plays as I design. We get some banter going, asking people to name that tune or sing along on the chorus.” It’s just a little something extra from a full-service florist who also offers floral-design workshops (as seen in the photo) and does weddings—with music for the ceremony on the side.



these teleflora members are tops!

washington

Ask top members in the state of Washington and they'll wax enthusiastic about their Teleflora POS systems. They include Jeff Hortin of **Artistry in Flowers** in Olympia, a Top 250 shop who uses the Eagle system; Tom O'Connell of **Blooms at the Windmill** in Sumner, Dove POS; Patty Holder of **Brittany Flowers** in Kirkland (think Kirkland brands—this is the home of Costco Wholesale), Dove POS; Salena Christenson of **Buds and Blooms** in Auburn, seen here with Teleflora's Laura Ruelas—Salina and husband Ace have two other stores and utilize POS systems in all of them; Robin Erickson of **Carol's Maple Valley Floral** in Maple Valley, WA, seen with her manager Amy Ganter, Dove POS; Mary Davis, new owner of **Columbia City Bouquet** in Seattle, Dove POS; Sharon Landes of **Cugini Florist** in Renton, who holds a Top 100 award and with her partner Bill relies on the Daisy system; Nguyens An Tran of

Fairwood Heritage Flowers in Renton, who saves time with her Dove POS system; Wendy Damoth of **Flower Lab** in Seattle, seen here with designer Melody Smouse and Teleflora's Laura Ruelas; John Dewater of **Lawrence the Florist** in Bellevue—an RTI florist, along with his co-owner,

sister Janet. At **Lucky Flowers** in Pasco, the staff gathered quickly for a photo during the Mother's Day holiday week, as did staff at **Olympic Flower Market** in Lacey. At **Shelby's Floral** in Kennewick, owner Jackie Brown (center) has Teleflora POS systems at her main store and also at branch shops. And at **Toppers**

European Floral Design in Seattle, owner Tom Betts has used the RTI system for many years for sales and marketing.



arkansas

Top florists in the great state of Arkansas include Nancy Bloomquist of **Annette's Flowers** in Mountain Home, pictured with Teleflora's Marty Pulliam; David Perry of **Artistic Florist** in Searcy; Karen and Ric Henley of **Johnson Floral** in Hot Springs; Euletta Sohl Thompson of **Letta's Flowers & Gifts** in Bryant (voted Best of the Best in Saline County and celebrating a 20th anniversary this year); June Owen of **North Hills Florist** in Sherwood; Chrys Harris of **The Flower Cart** in Benton; and Teresa Craig of **Petals & Plants** in Cabot.



* 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.

today show product showcase

On December 19th, Teleflora will once again be featured in a holiday gifting segment on the Today Show! Last year, millions of viewers were introduced to Teleflora's "local florist," hand-arranged, hand-delivered difference. This promotion generated thousands of orders for our member florists and we anticipate similar results this year.

Here is how the special promotion is going to work:

- The Today Show segment will feature three exclusive bouquets. These bouquets will only be offered for 24 hours and can only be purchased by customers who have the special passcode.
- During the segment, the Today Show hosts will direct viewers to the Today Show Steals & Deals website to collect the special passcode.
- Customers enter the special passcode on Teleflora.com in order to gain access to the exclusive bouquets at the promotional price.
- As always, discounts offered on Teleflora.com will be covered 100% by Teleflora! Regardless of the Today Show discounted pricing, the orders you receive will be at the full fulfillment price, including delivery.

So, what do you need to do?

Be ready and stocked to fulfill these special orders! We have worked hard to make sure that the flowers used in these exclusive bouquets are traditional flowers used in other items at the holidays. The hope is that you will already have these items in your cooler.

Last year many of you voiced that holiday codified should have been offered as part of this promotion. This year we worked closely with the Today Show and have developed an exclusive bouquet in Teleflora's Peppermint Christmas (12X600) keepsake.

In an effort to help you prepare for these orders, we've put together a handy Today Show Reference Guide that includes all the information you need to fulfill exclusive Today Show orders. Visit MyTeleflora.com/TodayShow.aspx for more info!

Today Show Featured Products



Lights of Christmas
Centerpiece
TWR08-1A

Recipe

2 stems lilies, asiatic, white
6 carnations, red
3 stems carnations, miniature red
1/2 branch noble fir
1/2 stem flat cedar
1/4 stem pitta negra
1 stem lemon leaf
2 pinecones, medium, silver, local wholesaler
1 pinecone, small silver, local wholesaler
1 1/4 yards #40 wired ribbon, red, offray, FLASHIE #80150
2 12" taper candles, red, candle artisans
1 oz. spray paint, silver
1/2 block floral foam
1 8" centerpiece tray, green, syndicate sales, no. 72-48-07



Holiday Enchantment
Bouquet
TWR07-1A

Recipe

3 roses, 40 cm, red
2 stems lilies, asiatic, white
3 stems carnations, miniature
1 branch white pine
1/2 branch noble fir
1/2 stem lemon leaf
1/4 berry spray, red
1 pinecone, medium, silver, local wholesaler
2 pinecones, small silver, local wholesaler
1 1/2 yards #40 wired ribbon, red, offray, FLASHIE #80150
1 oz. spray paint, silver
1 7 1/4" ginger vase, syndicate sales, no. C903



Teleflora's
Peppermint Swirl
Bouquet
T12X620A

Recipe

2 stems roses, spray, red
2 stems carnations, miniature, red
2 stems chrysanthemums, cushion, spray, white
1 stem chrysanthemums, button, spray, white
1 branch white pine
1/4 stem seeded eucalyptus
1/4 branch noble fir
1/4 branch holly, variegated
3 candy canes
1/2 berry spray, red
1 1/2 yards #9 velvet ribbon, red, offray, #279504
1/3 block floral foam
1 peppermint christmas vase, teleflora 12X600

merchandising with heart

Teleflora's Heartstrings Vase



With a satin-finish vase, a stunning necklace, and a crowd-pleasing bouquet, this gorgeous ensemble makes the perfect three-in-one gift. Accentuate the beauty of the necklace, with its silver-plated heart pendant and one-carat-sized Swarovski® Elements crystal, by adding silver glitter and clear acrylic ice around the base.



Teleflora's Sparkling Beauty Vase

Versatile and elegant, this exquisite showpiece makes the perfect upgrade for a dozen roses, on Valentine's Day or for any occasion. Hang the in-store poster from your FSG update kit and display the vases in your cooler filled with red, pink or white long-stemmed roses. The distinctive design of the premium glass vase is sure to wow!



Teleflora's Kissed by Tulips Vase

The pretty, petal-like shape of this ruby-red vase is bound to steal hearts! Capture the mood of romance by filling several vases with scented candles and silk red-rose petals. Display them with your shop's featured selection of chocolates and with other heart-shaped merchandise like Valentine's Day cards.



Teleflora's Rosy Posy Vase

The pattern of rose blooms on this lovely glass vase is a sweet and stylish update on a proven bestseller. Display these vases in your showroom with other giftable home goods, including small mirrors and picture frames in shades of red and pink. This vase is the ideal gift for customers of all ages, so fill them with sweet mixed bouquets and they'll be perfect for all of your last-minute shoppers!

Girls write on!



Early in November, Teleflora provided elegant fall floral centerpieces for an event that celebrates creativity and achievement by women. This was the Bold Ink Awards, sponsored by WriteGirl, an organization that promotes nurturing relationships between professional women writers and under-privileged teenage girls through monthly workshops and one-on-one mentoring. Held at the Broad Stage in Santa Monica, CA, the awards celebration also functioned as a fundraiser. Guests sipped on cocktails and enjoyed hors d'oeuvres under the low lights of the courtyard while bidding on an eclectic array of silent auction items before the awards ceremony.



Teleflora's floral arrangements adorned the silent auction tables and grand stage where outstanding writers were honored for their achievements. The 2012 honorees included Melissa Rosenberg, screenwriter of *The Twilight Saga*; Lisa Cholodenko, writer and director of *The Kids Are All Right*; Kami Garcia and Margaret Stohl, best-selling authors of *Beautiful Creatures*; and Zoe Kazan, screen writer of *Ruby Sparks*.



Founded in 2001, WriteGirl was named the 2010-2011 California Nonprofit Organization of the Year by First Lady Maria Shriver and Governor Arnold Schwarzenegger.

marketer of the month

a birthday gift to the wives around town



Hosting an open house on her own birthday is a tradition for Margaret Paradee of **The Gingerbread House** in Bandera, TX—but this year the occasion was an extra-special one. Turning 75 in September, Margaret decided to give away 75 bouquets of a dozen red roses each. (She ended up giving away 90, after getting a special price on the order from her local wholesaler.) The roses were designated specifically “for men to take home and make their wives happy. You know,” Margaret told the local paper, “a lot of women have never received roses before. Now, if they can just get their husbands off of the sofa...” In addition to shaming the local men into a

gift that just might turn into a habit, Margaret gave them additional incentives to show up at the open house: she served a beautiful buffet in the afternoon, with cake and punch all day long. Established in Bandera for 32 years and having raised four children there, Margaret says many of her customers feel like neighbors or family members anyway, so it only makes sense to throw a big party and invite the whole town. But the gesture also paid off in free publicity and new customers. “I’m still getting thank-you’s from women,” she says. Those rose bouquets just might have revived a romance or two.

* Do you have a story about a program or promotion that has worked for you? If so, write us at 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!