

myteleflora

{news}



unit presidents
visit los angeles

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why education is so important

Education equips us with the necessary tools to help make our dreams come true. It opens doors to new prospects and provides us with growth opportunities in business.

The truth of this came home to me last month when I had the opportunity to speak Teleflora's Unit Presidents' meeting in Los Angeles. Once again, I was moved by the group's dedication and enthusiasm for education. Throughout the year, they take time away from their shops to learn lessons they can then share with other florists. Teleflora has been committed to education for more than 60 years. When our Units Program began in 1936, it was a revolutionary concept. Today, Teleflora does more for education in the floral industry than any other company. Led by Teleflora's A-list team of Education Specialists, our 42 regional Units are responsible for putting on 200 shows for florists every year.

The other pillar of Teleflora's support for education is through the Education Center in Oklahoma City, where classes have informed and inspired attendees for almost 30 years. The Education Center's 2013 program kicks off just after Valentine's Day and continues through October. Eight classes will cover a variety of subjects, including floral design courses on everything from prom fashions to wedding trends, funerals, and everyday designs. Classes on business and website management are also offered for shop owners and managers who want to run a more efficient and profitable business.

Teaching florists both through the Units Program and at the Education Center are Teleflora's team of Education Specialists. We are truly fortunate to have these top-notch floral designers and experts sharing their knowledge and insight with our florists.

Kathy Starnes of The Flower Box in Georgetown, TX took a few classes at the Education Center for the first time last year and raved about her experience: "I took the prom class because I was interested in learning the latest trends in prom style... It was an intensive course, and the instructors were helpful and encouraging. I appreciated the time they took to answer all of my questions, and it was great trading ideas with the other florists. I learned a lot of practical tips that I immediately implemented upon my return. I'm really looking forward to taking more classes this year."

To ensure that you receive individual attention, classes at the Education Center are limited in size, so I strongly encourage you to register early. For more information or to register for classes, please call (800) 456-7890. Class descriptions can be found online at www.myteleflora.com. Finally, with only a few days to go till Valentine's Day, I just want to wish everyone good luck!

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

PROM FLOWER FASHIONS

with Tom Bowling AIFD PFCI
FEBRUARY 24-27, 2013

TESTING, TESTING ... 1,2,3 A PRIMER ON USING THE PRINCIPLES AND ELEMENTS OF DESIGN

with Kevin Ylvisaker AIFD PFCI
MARCH 17-20, 2013

SYMPATHY TRIBUTES

with Susan Ayala AIFD PFCI
APRIL 14-17, 2013



Teleflora's Imperial
Purple Orchid
T98-1A

unit president profile: becky hearon



One of the best things about being a florist is that there's always something new to learn—something fun, and something practical too! "I've been in the business since I was in high school," says Becky Hearon, "when my mother started this shop"—

Cagle's Flowers & Gifts in Muskogee. "After a while, you think you know everything, but you don't! I still learn new things at every Unit program." That's one reason why Becky got involved with the Units Program some six years ago and currently serves as Oklahoma Unit President. "It's easy to get into a rut, but from the programs, we always learn some new tricks that make our work easier and make it stand out from the crowd," says Becky. Another reason, of course, is the supportive, inspiring social contact with other florists, including Teleflora's team of Education Specialists: "With the computer nowadays, sometimes you miss the personal contact, even with people that you're doing business with." For Becky, it never hurts to get some extra people time in—which is probably what makes her a successful florist as well as an excellent Unit President.

get
involved!

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

delivering the big “c”



When students emerge from Teleflora’s groundbreaking, hands-on class at the Oklahoma City Education Center, “Testing, Testing...1, 2, 3: A Primer in the Principles and Elements of Design,” they’re better prepared for competition and for certification. The class is designed specifically for florists seeking a competitive edge in floral design contests, or in pursuing state or national accreditation.

But more than anything else, the class instills confidence. “My confidence grew 300% when I took Kevin’s class at the Education Center,” says Bitsy Carter AAF of **Hope Floral** in Hope, AR. “I love knowing what to expect, what evaluators are looking for and the questions I should be asking of contest organizers.” Bitsy went on to win the Arkansas Cup at her state convention after completing the class.



The class will be held again this year for the fourth time, taught by Kevin Ylvisaker AIFD, PFCI, one of Teleflora’s acclaimed Education Specialists. “I love the way Kevin takes you back to the basics,” Bitsy shared, “but also encourages us to add our own twist or flair. No cookie-cutter designing here. You have to learn to trust your instincts. And that is the hardest part!”

The class covers so much in just a few days, including color theory, evaluation and judging logic, and how to get organized to compete or test when it really counts. Many designers who take the class go on to become accredited with their state association or pursue AIFD Membership. The class this year will be held March 17-20.

To register, call 800.456.7890 ext. 6234 or direct at 405.440.6234.

a word from tom

florists are caring people—none more so than our Unit Presidents.



At the Teleflora Unit Presidents’ Meeting last month, special recognition went out to Judy Grabarz, president of Teleflora’s Connecticut Unit. As the owner of Newtown Florist in Newtown, CT, Judy played a key role in the floral industry’s response to last year’s tragic shooting in her hometown.

When I visit with florists, I’m always impressed with the compassion and community spirit shown by people in our industry. That spirit is certainly evident among our Unit Presidents, who serve in the Units Program as volunteers. As such, they make an incredibly important contribution to the industry by helping to organize accessible, affordable, top-notch educational opportunities for their fellow florists. But most also go above and beyond in volunteer service to their own communities. Teleflora’s Make Someone Smile Week provides one occasion for doing that—but I could cite many other examples.

To name just one: Judy Grabarz has been doing a super job as president of the Connecticut Unit. Her shop, Newtown Florist, happens to be the only professional florist in Newtown, CT, where the shootings at Sandy Hook Elementary School took place in December. It didn’t surprise me to hear that she and her staff gave generously of their time and resources in support of the volunteer efforts that were coordinated by the Connecticut Florists Association to make sure flowers could bring comfort in a time of grief.

Maybe it’s because we help people communicate emotions that florists tend to be such giving and caring people. Or maybe it’s just something about working with flowers all day long. Whatever it is, the florists I know say it’s part of what makes the job joyful, and that whatever they give, the gift comes back. I’d like to extend a special thanks to our florist leaders for their volunteer spirit—a spirit that lifts all of us up together.

tom butler {chairman of teleflora}

top members from all around!



california

Top members in California are all smiles! They include Nannell Miller of **Crozier's**, an RTI florist in Vista and a member since 1988; Luanne Csonka, present owner of **Rosemary Duff Florist** in Escondido, seen here with the original owner, Robert "Duff" Socin; the talented Bev Ireland AIFD of **Jasmine Creek** in El Cajon; Joyce Hudson and owner Anna Engert of **Del Mar Floral** in Del Mar—seen with their beautiful van and driver Dean Sieler; and Mary Johnson, owner Sue Powroznik, Peggy Powroznik, and Denise Shanley of **Oceanside Florist** in Oceanside.



illinois

Thanks to our Illinois top members, who include manager Gina at **Tholen's Garden Center** in Bourbonnais, and Joe Mioux of **Mioux Florist and Greenhouse** in Carlyle, seen with Teleflora's Terry Brueggeman.



indiana

Here are four top Hoosier florists: Janice Lagzdins at **Banner Flower House** in Kokomo; manager Kathy Cahill at **Bowden Flowers**, also in Kokomo; Jim Myrick at **Bud & Bloom** in South Franklin; and owner Carolyn Taylor, with her daughter Christy Hartman, at **Jefferson House** in Kokomo.



michigan

Top members in the Great Lakes State include Crystal Lowe, Chris Grostefon, Lynn Galusha, and Diane Jonas at **Brown Floral** in Jackson; Rhonda Garland, Lisa Siegert, Russell Siegert, Dennis Siegert, Loma Fowler, Sue Rodriguez and Betty Jennings at **Crystal Springs Florist** in Benton Harbor; Carol Latoszewski, Sue Stevens, Debbie Grajewski, and Marcia Kistka at **Karmay's Flowers & Gifts** in Jackson; Gina Price, Maril Harden, and Lynette Marsack at **Kraatz Florist** in Mount Clemens; Vickie Marriott, owner Penny Jump, Kathy Peters, and Pam Flynn at **Marshall Flower Haus** in Marshall; Christa Kirchnek, Theresa Cytlak, and Karlie Fess at **Ridgeway Floral & Gifts** in Three Rivers; Debbie Short, Cheryl Commerson, Mickey McWain, Chuck Currier, and Carol Borne at **Silk's Flower Shop** in St. Clair; Jamilee Lomerson and Brian Whaling (in back) and Karen Fischer and Rollande DeBell (in front) at **Ullenbruch's Flowers & Gifts** in Port Huron; and Shana Barrons, Celeste Slugaj, Suzann Mathea, and Myah Calugaru at **Utica Florist** in—where else?—Utica, MI. Go Wolverines!



iowa

Top members in the Hawkeye State include Robyn Sloan of **Doherty's Flowers** in Des Moines, seen with Teleflora's Terry Brueggeman, and Rinda Wolff of **Flowers on Main** in Dubuque, pictured with Teleflora's Dan Natalizio.



minnesota

Among Minnesota's many fine top members are Peggy Orrock, Jean Nelson, Gretchen Moos and Tricia Moos from **Big Lake Floral** in Big Lake; Lorrie Rugg, manager at **Cedar Floral Design Studio** in Owatonna (pictured here with Teleflora's Dan Natalizio); brother-and-sister team Jim and Amy Williams from **Forget-Me-Not Florist** in Northfield; Dick Rose of **Rose Floral** in Stillwater (pictured here with Dan); and Bud and Marcia Schaaf of **Schaaf Floral** in Fridley.



nebraska

Let's not forget Nebraska! Where Terryl Doane of **Terryl's Flower Garden** in Omaha is among Teleflora's top members, seen here with Terry Brueggeman of Teleflora.



massachusetts

Top-member awards from 15 consecutive years are proudly on display at **Debonis & David Florist** in Fitchburg, where Raymond David and Abby Scott accepted the latest from Teleflora's Bob Hurley. Other Massachusetts top members include Gingerell Niddie at **English Garden Florist** in Southborough; Mike Spanos at **Floral Arts of Westford** in Westford; Bob Adams, receiving his annual top-member award at **Harstone's Florist** in Weymouth; Paul Shusas at **Holmes Shusas Florists** in Worcester; Debby Brown receiving her first top-member award (which she attributes to Dove POS!) at **Hutcheon's Flower Company** in Abington; Chris Bakutis at **Mugford's Flower Shoppe** in Westborough; Rodney and his son Josh Perro at **Perro's Flowers** in Worcester; Carol Rio at **Pillsbury Florist** in Bridgewater, proudly displaying her Teleflora van decals along with her top-member award; Mary Howard at **Sunnyside Gardens** in Hopkinton; Andrew Talvy at Talvy Bros. Florist in Ashland; Gregory P. Webber at **Webber's "Littleton Conservatory" Florist** in Littleton; and Megan Mahoney Crowe at **Wood Bros. Florist** in Lowell.



connecticut

Top florists in Connecticut clearly include the entire crew from **Nielsen's Florist & Greenhouse** in Darien, seen here proudly displaying their top 500 plaques, and Brett Daniel, Jennifer Tornatore-Martone and owner John Tornatore (standing next to one of his beautiful sympathy arrangements) of **Gordon Bonetti Florist** in Hartford—a shop that was named Florist of the Year in 2012 by the Connecticut Florist Association.



texas

Check out our fantastic Teleflora top members in Texas! They include Mikki Smith (and her dog Meisha) at **A Cottage of Flowers** in Odessa; Jay Alauinezhad (seen with Teleflora's Cathy Thrash) of **Ace Flowers** in Houston, a Top 100 member; Amy Bull of **Amaryllis Floral Designs** in Kingwood; owner Erika Pegueros and her talented staff at **Angie's Flowers** in El Paso, and Jodie Gonzales of **Arlene's Flowers** in Odessa, seen with Teleflora's Cathy Reifschneider at the West Texas New Mexico convention.



* 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.

power to the presidents



What have you learned lately that helped you grow your business? If it was an idea you picked up at a local, affordable educational program for florists (where you also had an opportunity to network and to get inspired by one of the nation's top designers and teachers)—then there's a good chance the program was sponsored by one of the 44 Teleflora Units across the U.S.

And who makes those educational programs happen? Volunteer Teleflora florists, that's who—members of their local Unit boards, led by the Unit Presidents, who serve two-year terms and come together annually to receive encouragement, training, assistance, and a big thank-you



from Teleflora. (The Units often work with local wholesalers, who deserve a big part of the credit as well.)

At this year's meeting, which took place in Burbank, CA in late January, the visiting florists got VIP treatment from top Teleflora executives, including Teleflora Chairman Tom Butler, CEO Jeff Bennett, and Vice President of Publications and Industry Relations Rich Salvaggio, who heads up the Units Program. (Rich is seen above right with Ohio Buckeye Unit president Linda Boardman, who won a full scholarship to the Teleflora Education Center in Oklahoma City!)



Treated to comedy relief from Education Specialists Vonda LaFever and Kevin Ylvisaker, the visitors also heard inspiring words from Teleflora Vice President of Education Marie Ackerman (photos at far left). They met in plenary sessions and also by region to trade strategies for planning a successful program. A number were presented with awards, including Peggie Lipps, president

of the Rocky Mountain Unit (seen above right with Tom Butler, Manager of Units Donna Nelson, and Rich Salvaggio), recognized for extraordinary participation in the Make Someone Smile project, and Becky Hearon, president of the Oklahoma Unit (profiled on page 2), who received the National Achievement Award. The Education Specialists also got a learning update, with a presentation on new products from Syndicate Sales; at top left, Syndicate's Trent Harshman shows the company's Aquafoam Cake Kit partially filled with flowers. Altogether, the visitors worked hard, but also enjoyed the rewards of their labor—a job well done, and deep appreciation from all of us here at Teleflora!

marketing to the everyday customer

This month, many of you will get more orders than you know what to do with. It's a great problem to have, but wouldn't it be nice if you could spread business out across the rest of the year, especially during non-holiday periods?

eFlorist members can do just that by enrolling in our Online Search Marketing Program. Participants enjoy online advertising through Google AdWords, one of the most efficient marketing tools available. Ads promoting your shop are displayed in Google search results, but they only appear when a user searches for relevant terms such as "anniversary flowers." That means you reach people who are looking for a local florist and motivated to buy. Clicking on the ad takes the customer right to your eFlorist site. Every order that comes in from your ad, whether it's online or over the phone, is tracked, so you see exactly what you're getting out of the program.

Since the program's launch, shops have found that their everyday business benefits greatly from the ads, giving them a boost during typically slow months. To find out how you can use the Online Search Marketing Program to increase business year-round, contact our Paid Search Specialists at 800.453.6502 or at onlinemarketing@teleflora.com.

eFlorist

teleflora's new glass cube colors

Brighten your shop with Teleflora's best-selling glass cubes in three stylish new shades!

Introducing fabulous Fuchsia, super Citrus and vibrant Violet. These beautiful new colors will complement and add value to a wide variety of bouquets. They are the perfect choice for your everyday business as well as event work! Filled with flowers or used as candle holders, our cubes won't disappoint!

Display all 12 of Teleflora's beautiful cubes in your shop to make a colorful statement this season!



want to stock up on the newest additions to the cube collection?
log on to themarket.myteleflora.com or call 800.333.0205 ▶

grow your business while you sleep

With the advent of online shopping, more consumers than ever are making purchases after what are considered “normal” business hours—which makes it tough to figure out how to staff your shop and when your doors should be open for business. That’s why Teleflora offers 24 Hour flowers, a professional sales staff that is on call 24/7 to be there to help out with after-hours calls and overflow calls when your customers still need personal assistance.

24 Hour Flowers brings in business you might otherwise miss and provides that professional level of service you want clients to remember about your flower shop.

The professional sales staff at 24 Hour Flowers is trained to upsell; the average order value in 2012 was \$80!

24 Hour Flowers staff answers your calls as if they were your very own staff... because they are! In fact, if you are an eFlorist member, when a call comes from your shop the 24 Hour Flowers staff has access to your website immediately, helping to guide your customers to the featured items of your choice.

Don’t miss out on your share of the millions of dollars in orders achieved by 24 Hour Flowers staff. Those extra orders are just out there waiting for you to call our 24 Hour Flowers professionals at 1-866-474-7347.

24 HOUR FLOWERS

marketer of the month



throw your own bridal fair

Do you like the exposure you get from bridal fairs, but maybe you’d rather have more control and lower costs—plus, an exclusive spot as the only featured florist? “We’ve participated in bridal fairs for many years and just decided we wanted to host our own,” says Donna Cardenas at **Port Charlotte Florist** in Port Charlotte, FL. It was a lot of work—and a huge success. The event took place at a country club. “We decorated it to the nines, set the decorations up in advance and left them there a few days after,” says Donna, “which also promoted us to the members.” Twenty-eight other wedding vendors rented booths, which provided funds for advertising on radio and in the local paper, who also did a story on the event—“because we wrote it up and sent it in,” Donna reports. “In the end it didn’t cost us anything.”

All the vendors pitched in to contribute prizes, including a grand prize package worth \$6,400. More than 100 brides attended the fair, which took place from noon to four and included a fashion show with gorgeous bridal bouquets seen to their best advantage. Not bad for the first time out!



Photos courtesy of Apple Video and Photography



* 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!