

myteleflora

{news}



meet the star
of teleflora's super bowl commercial
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teleflora and education go hand-in-hand

We recognize that business owners and employees can get overwhelmed by the daily tasks of running a flower shop, making it difficult to stay ahead of the curve. And with so much competition in the floral industry, being up to date on the latest tips and business practices is critical.

Teleflora makes it a priority to support educational opportunities for florists. Our 42 local Units sponsor over 200 educational programs every year. We also lend support to education by local and state associations, the American Institute of Floral Designers, and the Society of American Florists. Classes at Teleflora's Education Center, an AIFD Education Partner, have inspired and educated florists for 28 years.

In January, I had the pleasure of speaking with Teleflora's Unit Presidents at their annual kick-off meeting in Los Angeles. I was struck by the passion of these Unit Presidents for education as they take time from their busy lives and flower shops to bring education to local florists across the country.

The 2012 schedule of classes at the Education Center kicks off this month in Oklahoma City and continues through October. Eight classes will cover a variety of floral-specific topics, including prom, sympathy, weddings, and design for everyday occasions. Marie Ackerman AIFD, AAF, PFCI, our Vice President of Education, has lined up the industry's top instructors to teach these classes. Students can expect hands-on instruction, specific assignments and personal training.

Making time to attend a class at the Education Center pays off in more ways than you can imagine. Arlene Reinard of Brookville Flower Shop in Brookville, PA recently expressed how grateful she was for one of our classes: "I learned more than I ever dreamed I would. I have been working overtime since I got back to implement some of the changes that I need to make in my shop. A return trip is definitely in my future."

We limit class size to ensure that students receive one-on-one attention, so I encourage you to make your plans early. For more information or to register for classes, please call 800.456.7890. Class descriptions can be found online at www.myteleflora.com. If you bring another student to your class, each person will receive a \$50 discount. Scholarships to attend the Education Center are available from local Teleflora Units.

And since I know that when you receive this newsletter we will be only days away from Valentine's Day, I want to wish everyone good luck with the holiday!

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

Bling: Designing Sparkling Prom Flowers
with John Hosek AIFD PFCI
February 26-29, 2012

Testing, Testing ... 1,2,3
A Primer on using the Principles & Elements of Design
with Kevin Ylvisaker AIFD PFCI
March 25-28, 2012

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



Madly In Love Bouquet
by Teleflora
T9-3A

unit president profile:



robert robertson AAF, PFC

"I used to feel like a cork in the ocean, but not any more," says Robert Robertson AMF, PCF, president of Teleflora's Arkansas

Unit (recognized as Outstanding Unit in the South Central Region for 2011). "Today I've got a vast network of peers I can call upon—personal relationships with florists around the state and the country." Owner of **Expressions Flowers** in Fort Smith, AR, a 19-year-old business, Robert got involved first with the Arkansas Florists Association—one of the nation's most active in providing educational opportunities to members. Education has long been a priority for Robert, who has been to the Teleflora Education Center twice; most members of his staff have been as well. "One uneducated florist can do more harm than the good done by ten who know what they're doing," he says. And in the process of helping to provide education for himself and other florists, he's formed alliances with practical value as well as friendships and mentoring relationships. Robert's advice to other florists about taking part in Unit and state association activities: "Don't wait to be asked! Go to the programs and ask, 'How can I get involved?' "



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

you be the judge



Every designer at some point wonders, "How do I measure up?" Whether you are competing in your state's designer of the year contest, pursuing state or national accreditation, or just seeking new perspectives and inspiration, you need to know how experienced judges evaluate floral design. The Teleflora Education Center is hosting its annual "Testing, Testing" class March 25-28, 2012. The class is a primer on the difference between commercial design and evaluated design—and there is a big difference.

What students love about this class is the chance to see their own designs as others perceive them. They learn about line, form, color and focal area by doing exercises that apply the principles and elements of design. These are the foundation of all design—concepts you can carry with you for your entire career.



The class is taught by Kevin Ylvisaker AIFD PFCI of Milwaukee, WI with assistance from Marie Ackerman AIFD PFCI. It will offer valuable insights on how to improve your work—and how to make designs that are showstoppers!

a word from tom

teleflora's unit presidents inspire confidence



Among those I enjoyed visiting with at this year's Teleflora Unit Presidents' Meeting were (from left to right, starting to my right) South Central Regional Unit Director Debbie Gordy, Unit Presidents Debbie McKinstry (Upstate New York), Brian Bak (Michigan), and Rachelle Nyswonger (Northern California-Nevada), along with Rich Salvaggio, Teleflora's Vice President of Industry Relations and Publications.

As I travel around the country, people often ask me, "Is there a future in the flower business?" I always answer, "Yes! There will always be professional florists, meeting the need that people have to express their feelings and enrich their lives with the beauty of flowers."

I meet plenty of florists who are growing and succeeding because of their willingness to change and learn. One of the places you can find a lot of them is the annual Teleflora Unit Presidents' Meeting. These are florists who have volunteered their time to help make educational opportunities available, locally and affordably, for themselves and their fellow florists. They're filled with optimism, determination, and the kind of generous spirit that meets with its own reward.

Brian Bak, of Bakman Floral Design in South Lyon, MI, is just one example. Brian is president of the Michigan Unit, which won the National Achievement Award for 2011. Brian credits the entire board of the Michigan Unit for that. And he's right: it takes a whole team to do as good a job as they did last year, with four excellent programs around the state. But it also takes a certain type of leader to get everyone to pull together.

That's what the Unit Presidents are: leaders of the industry. Pulling together is what it takes to keep the future of the flower business bright. And that's why Teleflora makes the commitment that we do to florist education. It's the sharing of ideas and information that makes this industry great. At Teleflora, we're very grateful to our Unit Presidents: We know we couldn't do it without you, and we're behind you every step of the way.

Tom Butler

tom butler (chairman of teleflora)

working to help florists thrive

Who says hard work isn't fun? True, if you've ever helped out behind the scenes to produce a live educational program for florists, you know there's a whole lot more work involved than most people imagine. Still, the effort is a rewarding one—and there's a certain amount of sociable enjoyment to be had along the way. Last year, Teleflora Units across the country produced more than 200 educational programs for local florists. The florists serving on Unit boards give generously of their time to make it all happen.

Once a year, the elected Unit Presidents come to Teleflora for training and support. Just to keep things lively, the sessions this year included a comedy break with jokes from everyone's favorite "sunflowers" (below top left), Education Specialists Vonda LaFever and Kevin Ylvisaker. A "trade fair" event gives the presidents an opportunity to get up-close-and-personal with Teleflora president Jeff Bennett, chairman Tom Butler, and others (top right).



one president's story

This was the second year attending the meeting for Rachelle Nyswonger CFD (above lower right), president of the Northern California – Nevada Unit. "For me, getting involved with the Units Program has been literally life-changing," says Rachelle. "I was 22 years old when I opened my store, with no education at all. Thanks to the Units Program and the doors it opened for me, I went from struggling to learning how to price things appropriately, how to do wedding consultations, how to sell. My designs have changed so much for the better."

The connections Rachelle made serving on the Unit board led her to apply for, and win, a scholarship to attend her first AIFD Symposium; now she will be inducted into AIFD in Miami this summer. "That first meeting was a gateway to so many new experiences," she says. "I've learned how important education can be, and that's why I'm still involved. Teleflora is the only wire service that actually does care about the education of individual florists. That's why it's up to us to put the energy into making it happen in our local areas." It is thanks to Rachelle and all those who serve on Unit boards nationwide that Teleflora's Units Program succeeds—and helps member florists to succeed as well.

Units Program Awards 2011

National Achievement Award

Michigan Unit

National Make Someone Smile Award

Lewis & Clark Unit

Central Region

Outstanding Unit
Michigan Unit

Outstanding Treasurer
Carol Larson, Wisconsin-Upper Michigan Unit

Outstanding Leadership Award
Roger Winger, President, Indiana Unit

Northeast Region

Outstanding Treasurer
Jessica Cosentino, Upstate New York Unit

110% Effort Award
Heather Towne, President, Penn Jersey Unit

Most Improved Unit
New England Unit

South Central Region

Outstanding Unit President
Sue Kendall, OCF, Oklahoma Unit

Outstanding Unit
Arkansas Unit

Outstanding Unit Treasurer
Becky Hearon, OCF, OACF, Oklahoma Unit

Southeast Region

110% Award
Earl Goodwin, President, Alabama Unit

Most Improved Unit
West Virginia Unit

Outstanding Leadership Award
Rita Young, President, Blue Ridge Unit

Western Region

President of the Year
Brady Prescott, Idaho-Utah Unit

Unit of the Year
Rocky Mountain Unit

Most Improved Unit
LA Coastal Counties Unit

Special Awards

To Marc Johnson, in appreciation for continued generosity and support of the Make Someone Smile Project; To Karen Genoud AIFD, for extraordinary participation in the Make Someone Smile Project

top members from all around!

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

Soldiering through a chilly winter, Michigan top members took time out to accept thanks from Teleflora for their contributions to the network. They included: in St. Clair Shores, **Conner Park Florist**, a top 250 shop (pictured from left to right are Andrew, Madeline, "Farmer Brown," Anne, Linda and Connie). In Adrian, **Flowers and Such** (Karen Springer, Lynnette High, Teleflora's Kathy Petz, Helen Miller AIFD, Rob James, and Lisa Wilson). In Mount Clemens, family-owned and -operated **Kraatz Florist**, serving Macomb County for 63 years (Joanne Lewis and Lynette Marsack). In Ann Arbor, **Lily's Garden** (Harriet Held, Genevieve Stoyak and Amanda Steele, with Teleflora's Kathy Petz and Janice Curran in the second row). In Monroe, **Monroe Florist** (Lynette, Ruie, Maria, Eva, and Emily). In Utica, **Utica Florist** (in back, Elaine Kiger and Andrea Pesick; in front, Diane Frey, Celeste Ketzler, and Marguerite Floreno).



Many North Carolina shops received their first-ever top-member plaques this year. Among the top members in the Tar Heel State (some pictured with Teleflora's Angela Spry) are, clockwise from top left, **Ellington's Florist and Greenhouse** in High Point, **Flowers by Renee** in Havelock, **Grace Flower Shop** in High Point, **Sedgfield Florist & Gifts** in Greensboro, **Send Your Love Florist & Gifts** in Greensboro, **Sophia V. West Florist** in Wilmington, and **Ted's Flower Basket** in Sanford.



At **Eric's Greenhouse and Plant Emporium** in Reading, MA, future designer Olivia Amoroso helped to accept a top-member award, along with (continuing from left to right) her mom, designer Antea Amoroso, manager Lisa Greene AIFD, Teleflora's Bob Hurley and designer Cheri O'Neil.

In New Albany, IN, David and Lana Aebersold at **Aebersold Florist** have been Teleflora members since 1996. The shop celebrated its 100-year anniversary in 2008 and just last year was honored by WF&FSA for its outstanding community service.



Lawrenceville—where employees held the plaque and a sign with an affectionate message for the owner, Mrs. Dale Glasscock, who was in bad health at the time of the photo.

Top-member florists in Virginia include **Greenbrier Florist** in Chesapeake, **Greensleeves Flowers** in Fairfax, **Monte's Flower & Gift Shop** in Emporia, and **Sally and Sonny's Florist** in

* 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.

top model for super sales



You may know her best for her strut on the catwalk for Victoria's Secret. But if you caught Super Bowl XLVI on Sunday, February 5, then you saw supermodel Adriana Lima starring in Teleflora's "Give" commercial, which aired during the second quarter.

Adriana has been modeling since she was 16 years old. Since

2000, she's probably best known for her work as a Victoria's Secret Angel and as a spokesmodel for Maybelline cosmetics from 2003 to 2009. In addition, she has appeared in various commercials including the Italian TIM mobile spots.

Starring in Teleflora's Valentine's Day ad meant a lot to Adriana, as that particular day holds a special memory for this Brazilian beauty. On February 14, 2009, Adriana and Serbian basketball player Marko Jaric eloped and got married in Jackson Hole, WY. And exactly nine months later, her first daughter, Valentina, was born!

If you missed the spot the first time around or you want to see some exclusive behind-the-scenes footage, go to teleflora.com or MyTeleflora.com.



eFlorist email news!

When customers place an order through your eFlorist site or join your shop's email list, they receive an email confirming the transaction. These emails are an effective tool for driving repeat visits and purchases, since they're going to a satisfied customer. Now these emails are getting an upgrade, and you can choose your own design to suit your shop's style. There are three new design options, shown here. Log in to eSAT and click on Transactional Email Settings to see your new design options today!



Modern White is a clean, spare design with eye-catching pops of color.



Color Blast takes the opposite tack and features a vivid background.



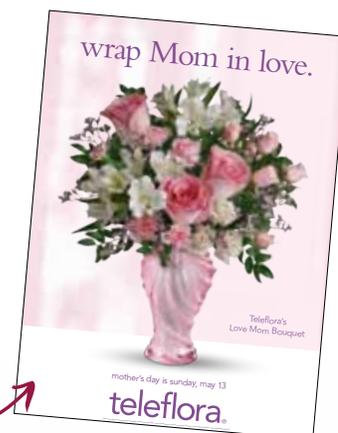
The third option is exactly what its name, **Match My eFlorist Site**, implies: email that looks like your existing website design to create a consistent look for your shop and strengthen your branding.

for this mother's day, elegance is in!



Teleflora's Love Mom Vase

The beautiful Love Mom Vase, made of sculpted pink glass, will surely leave an impression this Mother's Day! Make the most of its high quality and showcase alongside your finest merchandise for Mom, such as frames, candles and beauty products. Display this vase as soon as it arrives and be sure to put up the poster from the FSG Update Kit as well!



Teleflora's Lavender Love Vase

The Lavender Love Vase is special because the rich purple glass forms a graceful trumpet shape that allows you to fill it with almost any type of spring flowers and use for a quick and pleasing cooler display!

Simply using lilacs would make this a showstopper, because every mom loves lilacs!



Teleflora's Hats Off to Mom Vase

Hats Off to Mom: the name says it all! This is a charming ceramic keepsake that will be treasured for years to come and should be displayed next to other ceramics and filled with plants, jewelry, even chocolate! Also be sure to sell this for birthday, get well, anniversary, and new baby girl!

Teleflora's Blooms of Love Vase

The Blooms of Love Vase is a perfect quick pick for the customer on the go. Have multiple bouquets in your cooler display because this will leave a sweet impression on kids of all ages! For a charming display, cover a table with a feminine tablecloth, fill vases with spring flowers and display with crystals or acrylic ice around the vases to accentuate the beautiful glass.



Daisy turns 30!

by Chris Moth

Belated Happy New Year from the Daisy Team! In fact, for us, 2012 marks a Happy New Decade, as Daisy is turning 30 in July!

Daisy's first installation was in July 1982, at a flower shop in Memphis, TN that had just been purchased by Brian and Betty Moth. Their son, Chris, had come home from his freshman year at the Eastman School of Music in Rochester, NY to learn that his two years of professional software development would be put to work with his Apple II computer (Steve Jobs' first breakthrough product) to print 500 statements.

Now, 30 years later, Chris is still improving Daisy—and remembers those early days with great fondness: "Those early computers had no hard disk storage—you had to juggle floppy disks, onto each of which we crammed information for 500 customers!"

Today our computers are 5,000 times faster. Funny to think that our delivery vans are slower, with all the increased traffic!

We're always tinkering with lots of new ways to make your shop work better and work more profitably. Stay tuned for some great improvements in Address Verification and Delivery Management. The only reason we've been here for 30 years is that florists have kept great ideas flowing into the design of the system. Keep those coming—and here's to the next 30 years of Daisy. To 2042!



marketer of the month



wine tastings bring customers into the shop



There's a little crowd that lingers every Friday night at Fine and Fancy Flowers in Gastonia, NC, from four to six—sampling refreshments and local wines, and, of course, checking out the shop's latest designs and displays. "We've been doing it for nearly two years now," says Fine and Fancy's Sherry Jenkins Maples. "It's very popular, and it's fun for us too. We look forward to it." Fine and Fancy has a license to deliver wine, so the tastings promote that service. (A separate license is required to host the wine tastings.) These social events tie in nicely with other ways that the shop, a second-generation business in operation for 35 years, endeavors to create a sense of community among its clients. Sherry and her sister Genia have invited a local spa to come into the shop and give massages. They sponsor workshops where customers can make their own arrangements. Their Facebook page is lively and interactive, abundant with photos that illustrate the shop's motto, "We deliver smiles!" Still, there's nothing like greeting customers face to face, over a glass of North Carolina cabernet.



* 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!