

myteleflora

{news}



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teleflora's delivery fee increase

By now you've probably heard the news, but I wanted to take this opportunity to provide more details about our recent decision to increase delivery fees on Teleflora headquarter orders.

As you know, we closely monitor pricing for many different floral categories, including delivery charges. In response to the higher delivery costs that you, our member florists, have been incurring, we've made sure to adjust our lineup so that every bouquet on Teleflora.com is now priced to allow for the delivery increase from \$7 to \$10. We calculated this amount to be the average cost of delivery for shops across the country and decided that this was the best way to help you succeed.

We will continue to offer a small selection of bouquets at the key price point of \$29.99. These orders will always be priced to include a \$10 delivery fee.

Unlike other wire services, we have implemented this delivery boost by raising the retail price on approximately 90% of the bouquets on Teleflora.com. To ensure that our product lineup remains competitive, we have reduced the recipes for the remaining 10% of our bouquets to keep their prices the same. Since we have reduced the wholesale costs on these bouquets to leave more room for delivery, you will not see an overall increase in price on those arrangements. This delivery increase is intended to make every Teleflora.com order more profitable for you, the local florists who fulfill 100% of Teleflora orders.

New recipes and images are available to you via a PDF on MyTeleflora.com that you can download to add to your workbook. Additionally, eFlorist websites have been and will continue to be automatically updated to reflect these changes with new images and pricing where applicable.

In order to manage customer expectations for all bouquets, regardless of price, we have added an orientation bullet to the product descriptions on Teleflora.com. This new bullet communicates to our customers whether a bouquet is a one-sided or all-around design. Like the increased delivery fee, this is something you've been asking for, and I hope you're as pleased about it as we are.

If you have any questions about the delivery fee increase, please contact customer service at 1.800.421.2815 and select option four to speak to one of our representatives.

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

Business Smarts Summit: Operating a Successful Retail Flower Shop

with Paul Goodman PFCI and
Marie Ackerman AIFD PFCI AAF
July 22-25, 2012

European Design

with Els Hazenberg AIFD AAF
August 5-8, 2012

Everyday Magic

with Joyce Mason-Monheim AIFD
PFCI
September 30-October 3, 2012



Teleflora's Seaside
Centerpiece
T184-1A

regional unit director profile: Sean Beckert



"Education is what makes florists into fashion leaders," says Sean Beckert of S. F. Falconer Florist and Greenhouses in Port Washington, NY. "And the live programs are the best, because until you see the top designers doing what they do, you don't get it. It gives you

the confidence to be among those who set the pace." Sean was hardly lacking in commitment to education when he started in the floral industry. He worked in greenhouses in high school, did a two-year program for horticulture and floral design while working in Manhattan shops on the weekend, then finished his undergraduate degree at night. For 35 years he has worked at **S.F. Falconer Florist**, a shop with a demanding and discriminating clientele on Long Island's North Shore. Over much of that time he has been involved with the Long Island Retail Florist Association as well as with Teleflora's Units Program. A former Unit President, he is currently the Northeast Regional Unit Director. It's all about education, says Sean—and not just from the designers on stage, but from fellow florists in the audience. "Everyone loves to brag and talk about what they've been doing. At the programs there's an interaction, an exchange of ideas, a positive creative flow—and that's what makes this such a great business to be in."



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

wedding wow!



How are weddings changing in 2012? In early June, the Teleflora Education Center hosted a wedding class that provided amazing insights into that question. A sold-out class of floral participants was treated to a wedding trend report created by instructor Susan Ayala AIFD, PFCI showing how fashions and colors have impacted wedding flower styles. They also participated in three days of hands-on design assignments taking them through various styles of bouquets.

Here are a few key ideas shared in the class:

- Pinterest is becoming a bride's digital scrapbook of ideas. Search for her page before the wedding consultation to see the things she is pinning to her page. It will give you a better idea of what she would like.
- There is resurgence in "composite" flowers as bouquets, perhaps spurred by the floral accents on gowns and dresses. These single, over-sized flowers can be made with a variety of flowers, including roses, gladioli, gingers, cymbidium orchids and lilies.
- Consultations are an important part of the wedding process. Knowing how to conduct one properly really makes the difference in how profitable a wedding is for your shop.
- The handle grips of a bouquet are something a bride cares about. Ribbon treatments, beading, and decorative accents are important to a bride and look lovely and professional in the photos.
- The cascade is back as a design style; however, today's cascades are more sleek, with more emphasis on line and less on mass.



a word from tom

deciding to give florists more money for delivery is the easy part.



Rob Spikol, at Lehrer's Flowers in Denver, is one of many Teleflora members who have told me they appreciate the increased delivery fee that Teleflora has incorporated into our pricing structure. Here I am with Rob and Ann Frisbie, CFO of The McCarthy Group of flower shops, which recently brought Lehrer's into the fold.

What do you do when you're caught between rising costs and the competitive pressure not to raise prices? It's a dilemma every florist knows only too well.

The rising price of gasoline offers a case in point. For a while now, Teleflora members have been telling us they wanted a higher allowance for delivery charges incorporated into orders that come from teleflora.com.

Now that change is here, and I'm happy to say that most members are supporting the move. "We think it's great that Teleflora has increased the amount given to the member florists for delivery," says Rob Spikol of Lehrer's Flowers in Denver. "Obviously fuel and labor costs are up. Teleflora has certainly stepped out in front to address this issue, which is a concern of members everywhere."

Raising prices is the hard part, because it has the potential to drive customers away. But we think the Teleflora solution is the best option available: raising prices on the vast majority of teleflora.com bouquets, while adjusting the recipes on a few of our most affordable bouquets, so that florists still get extra money for delivery, while we can still attract customers for the network at key entry-level price points.

We always want to hear from you about your needs, your opinions, and what we can do to help. In turn, we thank you for your heartfelt support.

tom butler (chairman of teleflora)

news from all around!



jeeps on parade

Teleflora's Jeep Wrangler King of the Road container is popular everywhere—but it's a shoo-in for hot sales in Butler, PA, "birthplace of the Jeep!" Butler hosts an annual, weekend-long Jeep Heritage Festival that attracts Jeep enthusiasts from all over the country. Last year's parade featured over 2,000 Jeeps. "Once I found out Teleflora was doing a Jeep container for Father's Day this year, I ordered four large cases of them and a thousand of the envelope stuffers," says Jeff Double, manager at **The Main Street Florist** in Butler. He'll also mount a big in-store display and promote the bouquets in other ways, including giving some away as prizes. Because so many people are in town just for the weekend, he offers candy bouquets as well as flower bouquets in the Jeep. The festival is coming right up, August 10-12. Good luck, Jeff (and owner Linda Cipolla)!



a century of service

Congratulations to **Holdridge Flowerland** in Ledyard, CT, which celebrates 100 years in business this year! The business was born in 1912 as a mail-order company for strawberry plants and bare-root fruit-bearing plants. Today it's well established as a provider for floral as well as garden and landscape needs. Shari Hewes accepted a congratulatory plaque from Teleflora.



a way with display

Here's a shop that enjoys healthy sales of Teleflora containers and other products—and with effective displays like this one, it's not hard to see why. The display makes beautiful use of the Teleflora poster in a clean, color-coordinated array of products. Even the top-member plaques are effectively displayed in a way that really lets customers know, "This is a top florist!" Way to go, **The Flower Center** in Stephens City, VA!



wedding style

Wedding and prom trends were the focus of a super-stylish, educational program with Hitomi Gilliam at **Southern Floral Co.** in Houston, April 17. The program was sponsored by the South Texas Unit and drew an enthusiastic crowd. Among those in the audience:

Rosie Acosta from **Flowers by Minerva** in Houston, with her sister, both completing their South Texas scholarship applications with beautiful smiles! Manning the Unit table are Unit Secretary Betty Wright Cowey of **Flowers for You** (in the pink shirt) and Renee Carpenter of **MC Florist**, both in Houston.



chosen by the RNC

When the Republican National Convention takes place in Tampa, FL next month, the folks at **Buds, Blooms & Beyond** will have their hands full providing floral and plant selections to the convention as one of its official vendors. No surprise the shop was chosen for the honor: a top Teleflora shop, family-owned for over 30 years, it was recently voted Favorite Florist by the readers of the Tampa Bay Business Journal. In the photo from the journal, owner Mary Conte is in the middle.



a place in the sun

Florida florists know how to throw a convention! This year's was no less inspirational than expected. Highlights included the Teleflora-sponsored Sunshine Cup competition, where the winning designer was Yaniort Lante from **Avant Gardens** in Miami, and presentation of the Place in the Sun award from the Florida State Florists Association to Teleflora's own Marie Ackerman (third from right in the photo).



a tip of the hat to top members

illinois

Who's tops in the Prairie State? Teleflora especially appreciates Jim Ruddy, Shana Packman and owner Therese Mcguire-Hest of **Garland Flower Shop** in Oak Park; Jay Yoon of **Glenview Florist** in Glenview; Jeanne Balmes of **Gurnee Flowers by Balmes** in Gurnee; Marion Wilkes, Ginger Skorka, Laura Allen, Connie Mitchell, owner Toni Mitchell and Nikki Ulanski of **Hearts & Flowers** in Tinley Park; Debbie Schmidt and her daughter Ashley of **Huntley Floral** in Huntley; Herb and Kiko Zimmerman with third-generation florist Mika Joy of **Kiko's Flowers** in Park Ridge; Steve Mayerek (center) with sons Sherman and Jim of **Lansing Flower Shop** in Lansing; Parri and Mike Kelssami of **Larkin Flowers** in Elgin; Jan and daughter Kirstin Lindell of **Libertyville Flowers** in Libertyville; Sherie, Kim, owner Julie Drell and Melanie of **Lundstrom's Floral** in Sterling; Grace Song of **Naperville Florist** in Naperville; George Mitchell and son David of **Orland Park Flower Shop** in Orland Park; Don Robbins of **Robbins Flowers** in St. Charles; Rita Harris and Kyle Trevoy of **Shamrock Garden Florist**



in Lombard, celebrating 26 years in business; Phil and Rita Schaafsma of **Sid's Flowers and More** in Palos Hills; a big crowd at **Soukal Floral Company and Greenhouse** in Chicago, family owned and operated for 96 years: owner Jerry Soukal with Uncle Joe, Grandma Pat, fourth-generation granddaughter Carriann, Samdy Mazorowski, Marilyn Gorakowski, Beata Jajesnick, Debbie Socha, Nichole Kruzek, and Amy Gabagan; owner Patty Field and designer Karen Plachy of **The Flower Cottage** in Frankfort; Andy Engelmann of **Town and Country Gardens** in Elgin; and Gary and Val Chase of **Winfield Flower Shoppe** in Winfield.



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massachusetts



Top members are flourishing in the great Commonwealth of Massachusetts—among them, **Hillside Florist** in Woburn, where Charles Hardy posed with Teleflora's Bob Hurley; Susan Stewart of **Burlington Florist** in Burlington; Sonny Canale of **Exotic Flowers** in Boston; **Evergreen Florist** in Stoneham, with shop manager Tracy Flaherty; Gary Fuller, Annette Fuller, and Stanley Malvarosa of **Malv's Florist**, also in Woburn; and proud sisters Anita and Annette of **Floral Designs by Fabiano** in Quincy.



indiana

Top Hoosier florists include owner Lana Hale and her mom Maxine Uhler of **Mount's Flowers** in Lebanon, IN.



maryland

Who's tops in Maryland? In Dunkirk, Karen Mitchell of **Karen's of Calvert Florist Flowers**; and **World Wide** in Gaithersburg (outside D.C.), where Peter and Mrs. Ahn are assisted by Chris, Thomas, and two adorable terriers; .



* 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.

it's love at first site with theMARKET!

theMARKET by Teleflora is now officially live and florists are loving the many products and features theMARKET has to offer.

a simple idea, a world of benefit

The idea for theMARKET was simple: save florists time, money and hassles by providing florists with an easy and convenient way of buying their shop supplies all in one place. We also wanted to bring together the convenience of buying Teleflora containers online, the value of buying flowers from Stems&Bunches and the cost efficiencies of buying wholesale supplies.

We are excited to have been able to bring these elements together to create a one-stop online shop for Teleflora florists.



theMARKET offers instant access to everything a busy florist needs:



Containers Check out the huge selection of Teleflora's Everyday Containers and save up to 50% on clearance items.



Flowers Shop the world's largest selection of farm-direct flowers from stems&bunches, freshly cut and delivered straight to your door. You can even book your standing orders online.



Supplies Stock up on chocolates, floral foam and essential supplies from the biggest brands in the industry. More supplies coming soon!

unmatched convenience

Whether shopping for Containers, Flowers or Supplies, you'll checkout using our seamless one-cart experience. To simplify your shopping experience, transactions can be conveniently billed to your Teleflora Clearinghouse Statement or charged to your preferred credit card.

instant access, anytime

Access theMARKET anytime by signing in to MyTeleflora.com or directly at themarket.myteleflora.com.



eFlorist offers cool customer convenience

Your eFlorist site offers customers the ability to browse and shop 24/7. With available mobile sites, they don't even need a computer to shop! But eFlorist makes shopping a breeze in a number of other ways:



Gift reminder email using Flower Shop design

eFlorist Accepts PayPal

PayPal offers consumers the convenience of secure online checkout without having to type in their actual credit card number every time they make a purchase. PayPal automatically fills in a user's billing information, and they can use their PayPal address book to enter their recipient address as well! You'll soon be able to activate PayPal on your mobile site for ultimate convenience.

Gift Reminders So You're Always on Time

Customers who shop for particular occasions, like an anniversary or birthday, can elect to be reminded of the occasion in a year's time. They'll receive a reminder email prior to the special day so they have plenty of time to send a gift through your shop. Soon you'll be able to make these emails look like your eFlorist website! You can choose the look for your gift reminder emails by using eSAT or calling eFlorist Support.

MyAccount Keeps You Organized

When someone places an order on your site, they have the opportunity to save their information with MyAccount. The account is simple to set up and keeps things organized by storing billing, gift and recipient information in one place. MyAccount is free to use and features an address book for easy ordering. You can also set up and manage gift reminder emails with it.

It doesn't get much easier than that! Contact eFlorist Support to make sure all of these features are active on your eFlorist site.

participate in our annual doodle contest!

Participate in this year's Make Someone Smile® Week Doodle Contest! We invite you to add your own happy doodles to a notepad imprinted with the official Smile Week balloon. The winning florist will receive a \$100 American Express Gift Card and their doodle will be used as next year's Make Someone Smile Week logo! To participate, download our drawing sheet from MyTeleflora.com and draw your very own doodle on our Make Someone Smile® balloon. Submit it to us by July 22nd, 2012 via fax (310.966.3610) or as a scanned image via email (newsletter@teleflora.com) with your name, shop name and ID. Have fun and good luck!



Download your doodle drawing sheet at www.myteleflora.com/mssw.aspx

fall for our sweet & spooky halloween line-up!

We've got you covered this year when it comes to Halloween! Scare up customers in your shop with Teleflora's best-selling Everyday containers and the ever-popular Ceramic Pumpkin. It's "Halloween Made Easy" with accessory packs that include haunting moons, black bats and scary face stickers that will add just the right amount of spook to the holiday!

Start the season off early with a fun and memorable activity—create an interactive pumpkin patch in an open space in your shop by piling up real pumpkins, gourds and hay around a bench and making it a photo op for your customers. Offer to send their photos via email so they can join your email list, and be sure to add your shop's name to the bottom of the email so they'll remember you for all of their floral needs.

Show off the versatility of the Ceramic Pumpkin and Everyday Vases with a window or table display using a black backdrop or tablecloth and incorporating Halloween themed candy, candles and festive fall leaves and flowers. Put the face stickers on some of the vases, and customers on their way to parties will want to grab a bouquet to go!



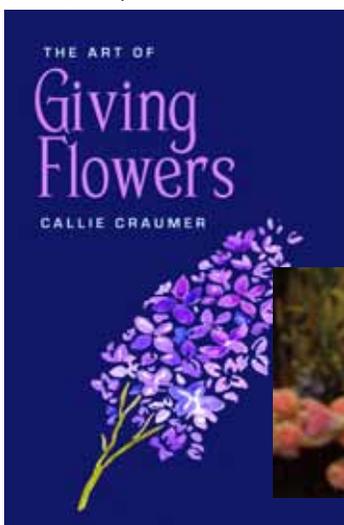
marketer of the month

when it comes to promoting flowers, she wrote the book

How to position yourself as an authority on the subject of flowers, and at the same time educate your customers so they become more confident and enthusiastic flower buyers? Of course, many florists do this every day as they help customers in the shop or on the phone—but Callie Craumer of Colony Florist in Greenwich, CT took the idea one step further: she wrote a book, just published this year, called *The Art of Giving Flowers*. It's a small hardcover book, simple and clear, attractively illustrated with watercolor portraits of individual flowers, and easy to browse

for information on such topics as flower care, the meaning of common flowers, and how to choose flower colors and containers. On the strength of her book, Callie was interviewed on the CBS show "This Morning" just prior to Mother's Day this year! Naturally she has the book for sale in her shop; "I have had a fantastic response," she says.

Callie is offering a 50 percent discount (\$5.47 each) and free shipping to Teleflora members when they purchase a minimum order of 12 books—which fit perfectly in a six-by-six-inch cube. Contact Paulina in Perseus Gift Sales at 877.528.1444, ext. 3749. When ordering, please give the title (*The Art of Giving Flowers*) and ISBN, 978-1-935212-72-0.



* 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!