

# myteleflora

{news}

teleflora teams up  
with Lady Antebellum!  
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## introducing eDirectory Daily

Teleflora is constantly looking to improve the many products and services we offer our members. We recognize how precious your time is, so we strive to provide technologies and tools to help your businesses operate more efficiently. We feel strongly that it's our duty as your business partner to do everything we can to get you out from under tedious, time-consuming tasks and back to your real job of designing flowers.

One of the products we offer is the Member eDirectory, which we update every three months at the beginning of each directory cycle. Contact information, codification, newly-enrolled shops and changes to directory advertising are all updated with each quarterly directory push.

Starting this month, we will implement a number of changes to our member directory. The most significant change is that Teleflora will update the eDirectory on a daily basis. This will benefit member shops in many ways, including:

- More accurate contact information: Changes to your shop's information will be updated on the eDirectory within one day instead of 90.
- Increased codified orders: With the new daily update, shops will be codified for florist-to-florist orders sooner. You won't have to wait until the next directory cycle for your codification status to update!
- Faster growth for new shops: Florists will be able to view shops that are added to the Teleflora network almost as soon as they join.
- Better return on ads: Shops that list additional zip codes or increase their advertising can benefit from their changes immediately.
- Reduced paper waste: With more frequent electronic updates to DovePlus and POS systems, the printed directory will now be printed and delivered three times a year instead of four.

We are the only wire service to provide these kinds of updates on a daily basis, giving our members the most accurate and up-to-date information for sending shop-to-shop orders in the industry. This has been a major undertaking, and it was motivated by our desire to help you be your best. We hope you get as much out of it as we put into it.

If you have any questions about these changes, please contact our customer service department at 800.421.2815.

Sincerely,

jeff bennett (president of teleflora)



Sunbeams And Smiles by  
Teleflora  
TEV26-1A



## teleflora tip!

It's a simple marketing idea, but effective—and it's surprising how few florists do it. "When I do programs and we talk about marketing, I often ask the crowd, 'When you go out—even just to the grocery store or running an errand—do you wear a fresh flower?'"

"I do, and I often find that when someone sees you wearing a flower, they ask, 'What's the occasion?' That's when I take the opportunity to say, 'My name is John, I have a flower shop called Surroundings. Here's my business card. If you're looking for fresh flowers or anything for events, give me a call.' I've received quite a few orders that way."

Ideas on how to bring in business, save money or create designs that will make your shop stand out are shared by John and other members of the Teleflora Education Specialist team at programs organized by Teleflora Units across the country. For more information, visit [www.MyTeleflora.com](http://www.MyTeleflora.com), or check the blue pages of your Resource Guide.



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

## summer classes at the education center

Summer school takes on a whole new meaning with the classes offered this year at the Teleflora Education Center. Unlike the summer classes you dreaded as a kid, these classes are fast-paced, informational and fun! You get hands-on experience and personalized coaching to help you take your skills to the next level. Each class starts on Sunday with brunch and continues until Wednesday at lunch.

**June 9-12, 2013** is the Wedding Professional Class taught by John Hosek AIFD, PFCI. This class covers new trends in bridal and attendants' bouquets and also the critically important area of conducting profitable wedding consultations. You'll learn what colors and styles are hot and how to create these trends for today's bride. Each participant will gain valuable knowledge to give them the edge in their marketplace!

**July 21-24, 2013** is the European Trends Class taught by Els Hazenberg AIFD of the Netherlands. This class will teach you to identify and use the principles and elements of design as well as many of the European techniques you've admired and wondered about. You will master the European hand-tied bouquet in three styles and learn so much more about how flowers are designed and sold in Europe.

**August 4-7, 2013** is the Education Center's Annual Business Smarts Summit, led by a team of teachers including CPA Paul Goodman PFCI (of *Floral Finance* fame) and on the design side, Marie Ackerman AIFD, PFCI, AAF. You will learn how to master your financials, control costs effectively, maximize your website to get more orders and manage creative people.

**September 8-11, 2013** is the Trendsetter Class with Hitomi Gilliam AIFD. This class is designed for floral artists who want to explore the boundaries of new materials, new products and new mechanics in their everyday design. You'll see exciting new trends and emerging color ideas from around the globe and have the chance to create them for the gallery.

Hurry! Many classes have just a few seats left. You can also see more information online at [myteleflora.com](http://myteleflora.com). To register or more information, contact the Education Center at 800.456.7890 or call direct at 405.440.6234.

### a word from tom

the future looks brighter when you learn how you can make a difference.



At this year's Congressional Action Days—the annual federal lobbying event sponsored by the Society of American Florists—I had the pleasure of visiting with Charles Ingram of Dr. Delphinium Designs, Inc. in Dallas, and with his daughter Allison. "It's a fantastic opportunity to see our government at work," says Charles.

Do you ever feel that your business is under the sway of large forces that you can't control? It's easy to think, "I'm just one person at one flower shop; there's really nothing I can do about the big picture."

The best cure I know for that feeling is to get involved with an organization of people who share your concerns. I was reminded of that earlier this year at Congressional Action Days, the Society of American Florists' annual event where florists can speak directly with their congressional representatives. Among this year's issues: better access to loans for small business.

Charles Ingram of **Dr. Delphinium Designs, Inc.** in Dallas first attended CAD a couple of years ago. This year, he brought his 15-year-old daughter along to share the experience. "It was the civics lesson that I wish I got many years ago," he says. "The SAF team does a great job preparing the participants to speak to members of Congress and their staff about subjects that are important to our industry."

The next CAD will be in March 2014—but this summer is a great time to get acquainted with your state florist association or your local chamber of commerce. Anywhere you start, you will likely find people ready to welcome you and help you learn the ropes. All it takes is that first step.

tom butler {chairman of teleflora}



# news from all around!



## the best prom work of all

As prom business rises in importance for florists around the country, so does a new kind of opportunity to give back and get involved: charity proms. The charity proms take various forms. One organization, for example, called “A Prom to Remember,” sponsors proms in two cities—Cleveland and Fort Lauderdale—for teens who have been affected by cancer (the photo is from the Cleveland event).

Many other organizations help teens who would otherwise not be able to attend the prom with dresses and other resources. Whatever the focus of the charity, there is always a way that a florist can help out—and helping brings its own rewards, as Alicia Springfield of **Floral Expressions** in Chapel Hill, NC, discovered. A couple

of years ago, she got a call from Cinderella’s Closet of Chatham County, asking if she would donate product and services. Last year, she gave out about 50 gift certificates. This year, it was more like 70. Over the six weeks or so of prom season, for six proms in two counties, girls visit the shop and share information about the color of their dress and their personalities. Using corsage jewelry donated by Fitz Design, through the good offices of Fitz distributor Pioneer Imports and Wholesale, Alicia creates a unique corsage for each girl. “As a designer, it gives me a chance to play,” she says. But the real point, says Alicia, is the smile on a girl’s face for whom the flowers are part of a once-in-a-lifetime experience. Other charity proms might ask a florist only to drop off premade corsages at a central location. A flower shop can also serve as a dropoff point for dress donations, which could potentially bring in customers. For more information, visit [www.apromtoremember.org](http://www.apromtoremember.org), [www.donatemydress.org](http://www.donatemydress.org), or simply search online for such terms as “charity proms” or “Cinderella’s Closet,” adding your own city or state to the search.

## the meaning of 65 roses

It’s been nearly 50 years since a volunteer for the Cystic Fibrosis Foundation heard her small son, himself afflicted with the disease, mispronounce its name as “65 roses.” Since then, a bouquet of 65 roses has become a powerful symbol for those working to fight CF. May is CF Awareness Month—and this year, **Mamaroneck Flowers** in Mamaroneck, NY found a great way to spread awareness and raise funds. Partnering with the Boomer Esiason Foundation, named after the former NFL quarterback, the shop donated 15% of all sales of designated bouquets to the foundation, while also including information about CF with every delivery.



## rebuilding after disaster

You’re out making a delivery when it happens: the earthquake hits. Because you grew up in the Sendai area of Japan, you know a tsunami is coming next, and you manage to make it to higher ground before the big wave comes, completely destroying your home and shop. Your daughter is taken with other schoolchildren to another shelter, but it’s a month before you are reunited with her. You’re one of the lucky ones, of course—in the earthquake and tsunami of 2011, about 15,000 people were killed. Today Teleflora and its international partner in Japan, Hana-Cupid, are helping florists who survived to rebuild their lives and businesses.



Housed in temporary buildings, these florists are showing their spirit, as expressed in the motto of **Sato Florist**, printed on the side of the van: “We can’t stop!” On a recent visit to Japan, Teleflora chairman Tom Butler presented the president of Hana-Cupid with a contribution to the disaster relief fund—and showed up at Sato Florist and others with a gift bag, filled with Teleflora knives and aprons. “You see the incredible spirit of



these people in two ways,” he says: “as people rebuilding their lives, but also as hardworking florists who continue to provide flowers in a time and place where people need that beauty and comfort.”

\* 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).

# teleflora members are tops!



## arizona

The Grand Canyon State boasts top members like John, Shinah and Young Kim of **Chandler Flowers** in Chandler; Barbara Oliver of **Flowers by Renee** in Chandler; Deanna Bailey of **Payne and Morrison Florist** in Phoenix; Caroline Naylor, Marcella Maher and Clara Annis of **Razzle Dazzle Flowers** in Mesa; Judy Haenel of **The Tulip Tree** in Glendale; and Jacob, Nathan and David Johnson of **Watson's Flowers** in Mesa (no mistaking the family resemblance!).

## arkansas

In May, Teleflora's Marty Pulliam visited top members in Arkansas bearing gifts as well as plaques. Appreciation goes out to David Perry of **Artistic Florist & Gifts** in Searcy, Emma Vote of **Conway's Classic Touch** in Conway, Letta Sohl of **Letta's Flowers & Gifts** in Bryant, June Owen of **North Hills Florist & Gifts** in Sherwood, Sheridan Chadwell of **Purdy's Flowers & Gifts** in Newport, and Alan Hahn of **Ye Olde Daisy Shoppe** in Conway.



## connecticut

Proudly holding her plaque in one hand, design knife in the other, Karen Jordan of **Jordan Florist** in Windsor, CT is one of Teleflora's top members in the Constitution State.



## florida

In the Sunshine State, Teleflora top members include Tom Strongosky, Ray Griffin and Carmen Trosein of **Delray Beach Florist** in DelRay Beach—celebrating the shop's 54th anniversary in the industry—and Ryan and Candi Bringman of **Ms. Scarlett's Flowers & Gifts** in Bradenton.



## indiana

Four cheers for Teleflora top members in Indiana: Reta at **Avon Florist** in Avon; Jackie (seen here with Teleflora's Mike Valade) of **The Flower Market** in Greenwood; Becky Weiss and her daughter Kristin at **Union Street Flowers & Gifts** in Westfield; and Donita, also with Mike Valade, of **Williams Florist** in Lafayette.



## massachusetts

Celebrating a 65th anniversary along with a Top 500 award, Tom Murphy Jr. of **T.J. Murphy Florist** in Somerville, MA welcomed Teleflora's Regional Vice President Mark



Schaefer, and Territory Sales Manager Bob Hurley. Congratulations, Tom!

## maryland

Who's among the Teleflora Top 500 from Maryland? At **Dundalk Florist** in Dundalk, MD, Mary Kay McWilliams, Augie Koch III, and Lynn



Hershner graciously accepted their award during the Mother's Day rush.

## teleflora teams up with lady antebellum

Dave, Hilary and Charles—better known to music fans as the Grammy-award-winning trio, Lady Antebellum—partnered with Teleflora this year to help celebrate Mother’s Day. On the heels of the release of their fourth studio album, “Golden,” the group gathered in a studio in New York City where, surrounded by beautiful flowers including the exquisite Celebrate Mom Bouquet, they spoke to more than 20 local and national mornings shows across the country, in cities including Los Angeles, New York, Chicago, Nashville, St. Louis, Sacramento, Indianapolis, Austin, Cincinnati, and more. The band was also interviewed by People.com and Fox News Edge, which fed their interview to Fox affiliate stations across the country.



Members of the band spoke enthusiastically about their partnership with Teleflora, and each shared a favorite mom story—which of course included a throwback to their love of music. They also answered questions about Teleflora’s exciting “Telestory” contest, which results in winning a trip for two to meet the band at their upcoming 2014 concert in Chicago.

Every news anchor commented about the beautiful flowers in the background, which can be attributed to our favorite floral consultant Carol Caggiano, who traveled in from Virginia and designed all the florals. Carol had help from **Starbright Floral Design** owner Nic Faitos and his amazing team who not only lent a hand, but also space in the shop for Carol to work!



consultant Carol Caggiano, who traveled in from Virginia and designed all the florals. Carol had help from **Starbright Floral Design** owner Nic Faitos and his amazing team who not only lent a hand, but also space in the shop for Carol to work!

## celebrate summer: sunny sunflowers and bright, bold colors!

Teleflora’s Simply Sunny Vase is our exclusive Grandparents’ Day keepsake (Sunday, Sept. 8), but it will be available in June to sell all summer long! Take advantage of its early arrival and combine it with Teleflora’s best-selling glass cubes to create a cheerful, on-trend “summer party” table display. Cover a tabletop with a yellow or neon-green tablecloth, and display the sunflower vases in the middle. Keep some of the vases empty to show off the detail of the sunflower pattern, and fill the others with fresh sunflowers—ready for customers to grab and go! Place the brightly colored cubes on either side of the sunflower vase display and show off their versatility by filling with votive and floating candles. Don’t forget to have some of the bright cubes ready with flowers in the cooler, because they’re perfect for almost any summer occasion, including birthdays, graduations and summer barbecues.



## smiles coming your way

Ever feel like you could use a reminder about why you became a florist in the first place? Flowers really do have the power to make people smile. You knew that, of course—but florists who participate in Teleflora’s Make Someone Smile® Week say the experience really brings that simple truth home and sends them back to their shops feeling inspired as well as connected with other florists and with their communities.

By this time most of the planning and legwork will have been accomplished by local Unit boards, but the Unit volunteers can always use another helping hand. These volunteers create and deliver floral arrangements to people in their communities whose spirits needed uplifting, such as hospital patients, nursing-home residents and children living in foster-care facilities—with a special focus on those who otherwise aren’t likely to receive flowers. The signature bouquet for the event is Teleflora’s Be Happy® Bouquet.

Now in its 13th year, Make Someone Smile® Week takes place July 21 to 27, 2013. To get involved, contact your local Unit President. Contact information for Unit Presidents is listed in the Resource Guide and on MyTeleflora.com, under the Design Education tab.



### Don't forget to participate in this year's Make Someone Smile Week Doodle Contest!

We invite you to add your own happy doodles to a note pad 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, draw on our drawing sheet below and submit it to us before July 27, 2013 via fax (310.966.3610) or as a scanned image via email (newsletter@teleflora.com) with your name, your shop name and your shop ID.

Draw on me!



Make someone smile by adding your own happy doodle on the balloon.

# eFlorist email = efficient, economical, effective

Fifty years ago, everyone read Life Magazine and watched one of three television channels. Today, the media landscape is fragmented in a way that was inconceivable back then. This means that one TV commercial or print ad will reach only a small segment of your intended audience. But there's hope: everyone, from grandmas to cats, is online and connected by email.

You can capitalize on that by sending out marketing emails to your customers. Email services are one option, but require a significant investment of time and money. If you're an eFlorist member, marketing emails are sent on your behalf for free as part of your program membership. These artful and eye-catching emails are sent throughout the year to your customers to drive traffic to your website and shop.

eFlorist email messages drive millions in sales, and the numbers get bigger every year: From 2011 to 2012, email orders increased by 16%. Email is most effective when the message includes an offer, which you can set up yourself using the eFlorist Self Administration Tool (eSAT).

Make the most of this free marketing tool by adding customer addresses to your email list. Expanding your list can net you more sales and this summer, you can earn prizes too! Visit the eFlorist Resource Center on MyTeleflora.com for more details.

## marketer of the month



## a bright idea



At **Williams Floral**, Inc. in Paintsville, KY, owner Paula Stambaugh doesn't shy away from bright colors. Her predilection is evident in the electric-pink awning over the front door (the shop's logo is done in pink and black) and the colorful displays in the four large windows. "We love bold and bright—that's a big attention getter," she says. But customers also buy merchandise in these colors—that much is clear from sales of what Paula calls deco wreaths, which she sells not only in the shop but also on Etsy ([www.etsy.com](http://www.etsy.com)). "We ship them out to customers from all over," she says, but especially to South and South Central states like Mississippi, Missouri, Oklahoma, Tennessee, and Texas. The wreaths are created from materials sourced from various wholesale suppliers, at price points from \$44 on up to over \$100, and



shipped out for an extra \$15 in big pink and black boxes. "You can't just rely on the little town of Paintsville to get all the business you need," says Paula. Every wreath is unique—but nearly all are done in the vivid, cheerful hues that have become the Williams Floral trademark. "We like to have fun while we work," says Paula—and a splash of bright color certainly helps.

\* 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!