

myteleflora

{news}

check out our
best of the bunch winners!
{pg. 6}

inside

president's {letter}	2	teleflora {in the news}	6
a word {from tom}	3	merchandising {tips}	7
design {and education}	2 - 3	teleflora {technology}	8
member {spotlight}	4 - 5	marketer {of the month}	8



Mother's Day Success

After a successful Valentine's Day, all signs pointed to a strong Mother's Day this year. Thanks to your hard work and dedication, we're pleased to report that Mother's Day 2012 was a success.

We recognize the holidays continue to be incredibly competitive, with drop shippers like Proflowers, FTD.com, and 1-800 Flowers aggressively advertising earlier and earlier for the holidays. We are proud to remain the only company dedicated to sending 100% of our orders through retail florists.

Quality is the heart and soul of the Teleflora difference and we know how busy all of you are in the days leading up to Mother's Day to ensure your orders are properly handled. We are always looking at ways to improve quality control across the network for your customers, as well as for you when you send an order through the network. And we remain committed to evaluating how our member florists meet consumer expectations.

Thousands of orders are fulfilled each day with no issues, thanks to your diligent efforts. When a member doesn't deliver an order and fails to reject it, this can create a negative experience for the consumer, which causes damage to the floral industry as a whole. Together, we can continue to improve the consumer experience by ensuring that orders do not go unfilled and customers are not disappointed.

To that end, we recently implemented a non-delivery policy to improve Dove network quality and customer satisfaction. Now if a shop receives an order and does not reject in a timely manner (ideally within one hour of receipt) or deliver the order, the receiving florist will be penalized the retail value of the order. You will not be charged for rejecting an order later than one hour after receipt. A shop will only be charged if it doesn't reject the order and doesn't deliver it. Rest assured, rejecting an order will not impact your network quality rating or the number of future orders sent your way. We understand shops may not always have the flowers or containers needed to fill each order, especially during high-volume holiday periods. Our goal is to give you a chance to reject orders in a timely manner rather than having to refund an unfilled order.

It is our belief that Teleflora's non-delivery policy is one of the ways we can serve the best interest of florists and customers. It is essential that all of us work together to deliver exceptional service to new and returning customers, so they continue to send hand-arranged, hand-delivered flowers from professional florists for their gift giving needs.

Once again, congratulations on your recent Mother's Day success. Good luck over the summer months and thank you for being a member of Teleflora.

Sincerely,

jeff bennett (president of teleflora)

upcoming classes:

Trendsetter: New Design Ideas for 2012/13
with Hitomi Gilliam AIFD
June 24-27, 2012

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



Anything For You
by Teleflora
T67-1A

regional unit director profile:

Debbie Gordy AAF, TMFA



Texas florists are lucky. Their state association, along with its associated local allies, is one of the leaders in the nation when it comes to offering educational opportunities. The Texas

Master Florist program has been a model for others around the country. But as it turns out, the more florist education you get, the more you want! Debbie Gordy AAF, TMFA, of **Compton's Florist** in La Porte, TX (serving the metro Houston area), was a strong supporter of the Texas State Florists Association and already had her TMF when she became involved with Teleflora's Units Program—which offered a whole new avenue for her to pursue her passion. By this time she had her own shop. "Anything we can do as florists to pursue continuing education is a boost," she says. "It helps us be more professional when we talk to our customers. We can know what we're talking about, use the correct terminology, and say to them, 'You know, I just learned something new last week, let me share it with you.'" As a Regional Unit Director she's been able to take her commitment to a new level, helping Unit Presidents learn how to plan educational programs and build a Unit board by finding "strong people who believe in education. It takes a little time—but you get back everything you put into it and more."



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

a whole new world of sympathy designs



For many florists, sympathy sales represent a significant percentage of their total sales volume (on average, nearly a third). These sales are unique for three reasons: they are usually higher dollar-value orders; they are delivered to a single location; and the funeral home is the one place where your shop's work can be compared side-by-side with the work of your competitors. Add to that the changes in burial trends (from traditional casketed funeral to memorial services) and you



have a powerful reason to spend some time learning the nuances of sympathy tribute sales. That's exactly what a class of excited florists did recently at the Teleflora Education Center in Oklahoma City.

Instructor Bert Ford AIFD, PFCI of Salem, NH—a Teleflora florist and Education Specialist—led the class, offering practical tips for design efficiency and advice on working with your local funeral homes and how to reduce “please omit” issues. He challenged the students to create a series of assignments for both traditional customers and a new generation of sympathy senders. Students learned how to create easel sprays, casket sprays, modern and traditional vase

arrangements and baskets, even clever plant trim ideas to make their shop's work stand out from the rest. The class also learned techniques for creating visual value in design—especially important for success in this area of sales.

a word from tom

“network quality” means all of us working together.



Doug Vos of Don's Flowers in Zeeland, MI is one of many Teleflora members who consistently support policies to sustain network quality. Teleflora's Kathy Petz and I have enjoyed visiting with Doug. He always has good insights to share. A smart and successful florist, he was recently selected as the Michigan Floral Association Retailer of the Year.

At Teleflora, our best ideas are your ideas. In a fast-changing world, it's only by listening to our florists that we can keep the entire Teleflora network competitive.

And make no mistake about it, the network competes as a whole with other options that consumers have for purchasing flowers and other gifts. We strongly believe that fresh flowers, professionally arranged and delivered by a local florist, offer the consumer a terrific value proposition. But consumers have to know that the entire network can be relied upon to meet their expectations.

That's why it's so important to address the issue of orders that go undelivered at busy holiday times, simply because a receiving florist failed to reject the order quickly enough for the network to respond. It's the same challenge whether the order originated on Teleflora.com or with a sending florist.

Doug Vos, of Don's Flowers in Zeeland, MI, has this comment: “From the perspective of a florist who sends a lot of orders to other florists, it's really important for us to know if they can't fill an order in a timely manner. In the world of the Internet, we have a generation that when they click ‘submit,’ in their mind the flowers are delivered. We need to do whatever it takes to make sure that happens, and communicate back when there's a problem.”

The vast majority of Teleflora members do that already. But there's a need to highlight the issue, because in the end, our reputation of every single florist in the network depends on it.

Tom Butler

tom butler (chairman of teleflora)

news from all around!



all about mom

Riffing on the theme, “Hats Off to Mom,” **Flowers by Pat** in Oklahoma City, OK created this colorful, engaging display, complete with antique hats, hat boxes, a moss-covered mannequin head—and, of course, flowers. The shop received many compliments on the display—and several offers to purchase the hats!

Meanwhile, at **Kent Floral Company** in Kent, OH, a poster in the front window reminded passersby, including students at Kent State University, that the best way to “celebrate the special women in your life” is to “visit your local florist.” The sign was sponsored by



wholesale florist Nordlie.



vintage style

Hand it to the Society of American Florists to create excitement around professional floral design with a new campaign that combines the power of social media with the reality-competition craze. SAF’s VaseOff! Challenge nearly tripled traffic to www.aboutflowers.com, the society’s blog and website geared to consumers, as visitors cast their votes in a competition with a Roaring 20s, “Great Gatsby” bridal theme. The winning bouquet (shown) comes from Coby Neal AIFD, PFCI, at **The Flower Studio** in Austin, TX. It features a Sahara rose composite surrounded by white carnations in a crescent shape reminiscent of bouquet designs from the period, accented with feathers, a beaded tassel, and brooches in a rich analogous color scheme.



spring fashions

“Spring Designs” was the simple theme for a program hosted by Teleflora’s Montana Unit in April, where Education Specialist Bob Hampton demonstrated the power of a natural and simple yet sophisticated style.

sympathy steps out

At **RJ Carbone Wholesale** in Cranston, RI, the New England Unit of Teleflora brought in Education Specialist Tim Farrell for a program on sympathy design, also in April. Tim wowed the crowd with designs that were both elegant and forward-looking.



honorary southerner

At the Southern Regional Chapter conference of the American Institute of Floral Designers this spring, AIFD veteran Jim Morley was made an honorary member of the chapter! An AIFD past president and Fellow, Jim served as Teleflora’s Vice President of Education for more than 20 years and currently holds the title, Vice President Emeritus. He is pictured here with Karen Farmer, president of AIFD’s Southern Regional Chapter, and David Powers, incoming chapter president.

energy boost

It takes everything you’ve got to get through Mother’s Day—including cookies, delivered here by Teleflora’s Suzi Lawrence to a smiling Marcia Cowan of **Cowan’s Rose Petal Florist** in Oklahoma City, OK.



a century of service

Founded in 2011, **Woodbury’s Flower Shop** in St. Johns, MI recently celebrated the century milestone with a congratulatory plaque from Teleflora—here proudly displayed by Diane and Wayne Woodbury.

teleflora members are tops!



florida

If you've got 'em, flaunt 'em: plaques for two years in a row, delivered to **Sun City Center Flowers and Gifts** in Sun City Center, FL, owned by Amalia and Luis Reyes. In business since 1972, Sun City Center has been a Teleflora member since 2003.



ontario

Established in 1979, **O'Connor Florist** in Toronto, ON, is among the top 25 in Canada! Manager Carm Faria accepts recognition from Teleflora's Cathy Anstett and Salina Lo.



illinois

Among Teleflora's top members in Illinois is Paul Busse of **Busse Flowers** in Mount Prospect. The shop celebrates 90 years in business this year! Other include Karen

Maitland (in the middle), Laura Nolan and Anna Matic at **Carousel Flowers** in Elmhurst; Liz Newell of **Carriage Flowers** in Oak Park; Billy Kinder, Liz Flemming, and owner Jo-Dee Olds of **Cherry Blossom Florist** in Rockford; Jennifer Hunt of **Countryside Greenhouses** in Crystal Lake; Nell Rice



of **Debbie's Floral** in Mundelein; Paul and Craig Deininger of **Deininger Floral** in Freeport; Angela Erickson, Lynn Renner and owner Debbie Heiman of **Everything Floral** in Genoa; Christine Plier of **Flowers by Christine** in Bartlett; Julia Cain of **Flowers by Julia** in Princeton; Bob



Kendall of **Flowers of Lisle** in Lisle, celebrating his 40th anniversary in business and Tony Fortineaux of **Flowers Unlimited** in Chicago.



connecticut

Getting a Top 250 plaque could bring a proud smile to anyone's face, as it did for Vinnie Lambiase of **Beachwood Florist** in Milford, CT.

* 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.



feeding the hungry

On a warm Tuesday evening at the famed Cipriani Wall Street event venue, the Food Bank for New York City, raised \$1.4 million for hunger relief at its 10th Annual Can-Do Awards Dinner.

The Food Bank works to end food poverty throughout the five boroughs. Emceed by actor Stanley Tucci and co-chaired by celebrity chef Mario Batali and his wife Susan Cahn, the 2012 dinner also included special guests Mayor Bloomberg, Kevin Bacon and Kyra Sedgwick. More than 700 people joined Mario to support the Food Bank's fight against hunger, including Michael Stipe, Wendy Williams, Oliver Platt, Patricia Clarkson, Jimmy Fallon, Jon Stewart, Jon Hamm, Jennifer Westfeld, Jill Hennessey, Richard Belzer, Rachael Ray, Gail Simmons, Talia Balsam, and Iron Chef's Geoffrey Zakarian.



Representing Teleflora, the official floral sponsor, the talented staff from member florist **Macres 30th St.** created one-of-a-kind floral arrangements that graced every table.

calling all moms

More than 400 women descended upon the beautiful Ritz Carlton in sunny Key Biscayne, FL to attend the Mom 2.0 Summit, the premier professional conference for influential mom bloggers and female entrepreneurs who create online content. Every year, leaders in media and industry converge at the summit to compare notes and forecast what's next for women online and in the marketplace.

With a week to go before Mother's Day, Teleflora used the opportunity to meet with bloggers one-on-one to discuss the company's latest offerings. Teleflora showcased 14 beautiful arrangements from the Mother's Day and Everyday line-ups, including the Charm and Grace Bouquet, which turned out to be very popular among the attendees.

Local Teleflora member florist **Flowers & Linens Emporium, Inc.**, designed and delivered the arrangements for the event.



Best OF THE Bunch

Earlier this year, Teleflora partnered with The Knot, the largest wedding network for brides, on a contest for Teleflora Bridal program participants. The Best of the Bunch contest called for participants to submit pictures of their best wedding flowers. Submissions were then reviewed by the editors of The Knot, narrowed down to 12 finalists and voted on by "Knotties", brides on The Knot.com. We are pleased to announce our Best of the Bunch winners!



Pocket Full of Posies
Galloway, NJ
Grand Prize Winner

Thode Floral
LaPorte, IN
Finalist

Greene's Flower Shoppe
Cincinnati, OH
Finalist

reward repeat customers with eFlorist

Did you know you can start your very own rewards program using eSAT? Customers can earn points with every purchase that they can redeem for discounts on future purchases. All you have to do is decide what to call your program, how many points are earned per dollar spent, and how many points are needed to receive a prize. Your eFlorist site manages the rest automatically!

You can set up your own rewards program in *10 easy steps*:

1. Log in to eSAT and click on the link to Manage Rewards Program from the lefthand menu.
2. Activate your program by clicking on the dial next to "active" under Program Settings.
3. Name your program.
4. Check the next two boxes to promote your rewards program to customers as they make their purchase on your site.
5. Choose a Promotion Code Prefix. This is what your customers will enter when they redeem their reward and works just like any other promotion code.
6. Decide how many points are earned per dollar spent.
7. Decide how many points it takes to earn a reward.
8. Determine the discount you'd like to offer as a reward, either as dollars or a percentage.
9. Set a time limit for customers to redeem their reward discount.
10. Save your work and you're all set!

Once you save your work, your program will be live on your site and customers can start earning points immediately. Points are tracked automatically with every online order, and you can manage individual customer accounts using eSAT. Visit eFloristUniversity.com to get instructions and more information.

smiles coming your way

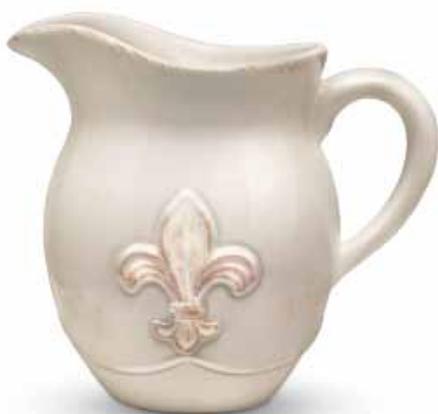
Ever feel like you could use a reminder about why you became a florist in the first place? Flowers really do have the power to make people smile. You knew that, of course—but florists who participate in Teleflora's Make Someone Smile® Week say the experience really brings that simple truth home and sends 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 12th year, Make Someone Smile® Week takes place July 22 to 28, 2012. 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.



the french country collection: more to love!



Our popular handcrafted ceramic French Country Collection has a new addition: the Fleur-de-Love Pitcher! Designed for Grandparents' Day, this pitcher will be a great addition to your container offerings and will have your customers oohing and aahing, no matter what the occasion!

Inspired by the works of famed Mediterranean ceramists, our French Country Collection has the finish of a fine antique and is adorned with a classic fleur-de-lis. This versatile and unique design will complement every bouquet, from get-well and birthday to sympathy designs.

In your shop you can use the collection to create a French Country inspired display. Start by placing wooden cooking utensils in the pitchers and delicate plants in the pots. Soon your customers will say "merci!" when they see the endless gift possibilities of these stylish keepsakes.

breaking news: POS updates!

Hello POS users! Here are just a few of the upcoming improvements and developments you can look forward to.

RTI - RTI version 14.5 has gone beta. The newest version of RTI will contain a number of requested features. They include a completely updated e-Delivery system, designed to make your smart phone not only a useful management tool, but a delivery tool as well. The new e-Delivery allows employees to select trip sheet orders from a list and mark them as delivered—meaning you'll no longer need to type in order numbers manually.

RTI 14.5 also adds a time clock feature to e-Delivery and the ability to enter orders from your mobile eFlorist site. Managers can use the application to review current statistics, such as sales and employee productivity numbers.

A new utility menu in RTI 14.5 gives non-admin users the ability to access the utility program. This gives non-admin employees the ability to handle a number of common issues without having to call RTI Support. These issues include viewing backup results, unlocking terminals, unlocking orders, enabling printers and re-attaching bar code printing to specific printers.

Dove POS - Dove POS 5.3 is now available for all shops to upgrade! Many new features are included in the latest version of Dove POS, including a new menu item that makes it easy to locate the last five orders and displays the customer name and order number.

Additional functionality has also been added to the Bill My Customers section, allowing you to define the group of customers you would like to bill. If your shop has the need to reprint a previous billing cycle, you can simply reprint the entire run or just the selected pages.

A new feature enables you to look up a payment on a House Account. Combined with the Confirmation and Report module for Enterprise users, you can also send an email to that customer with their purchase and payment details. You can find all of these new features, plus many more in the latest version of Dove POS.

Eagle - Eagle 8.1 has gone beta! With Eagle 8.1, your florist lookup directory now includes enhanced directory listings. Enhancements have also been made to the Advanced Marketing for Recipients section in Eagle 8.1 including the added ability to use Occasion criteria multiple times for different occasions in one marketing campaign.

Eagle 8.1 has also added the Floral Selection Guide to the Product Search, along with a redesigned interface. New updates have been made to eFlorist and After Hours Orders. When you receive and process a Teleflora eFlorist or After Hours order, a customer account is now created using the purchaser's information including the email address.

Updates have also been added to Orders. When Teleflora products are selected on an order, the full Product ID and Description will now be printed on Supertickets and Worktickets. Incoming FTD orders are now displayed in the Network View Log when filtering for All Incoming.

marketer of the month



moving just down the street can make the difference



In the current economy, buying a flower shop might seem like a risky business. And, when the shop is well established, moving it and redefining the shop's image might seem even riskier. But at **The Flower Market** in Greenwood, IN, both moves made sense to new owner Jackie Poe—and they seem to be paying off. Jackie, a long-time employee of former owner Rosemary Cunningham, knew she wanted to keep the current clientele, but also to make the shop her own. "I've always liked antiques and 'shabby chic,'" says Jackie, a flea market devotee. And if you're going to add antiques—"just beautiful old things, not necessarily perfect or expensive"—what better showcase than an old house? "The old location was next to a bar, which was less than ideal," Jackie says. "The new one is just three blocks away, with a ladies' tea room across the street." The landscaping had been immaculately maintained—important to The Flower Market, where Jackie also features "more unusual plants, outdoor perennials of the type you can't find at Lowe's." Yes, the move cost money—mainly for things like moving the cooler and getting the old house equipped for a modern computer system. But the staff, loyal to each other and to the shop, helped with the move to keep expenses down. And Jackie believes that "flower shops have to find a niche that the community needs and step into it boldly." Her creative moves—in every sense of the word—are doing just that.

* 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!