

myteleflora

{news}

introducing the collection
by Faith Hill
{pg. 7}

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supporting the fight against breast cancer



Teleflora continues its partnership with The Breast Cancer Research Foundation® (BCRF) to help raise awareness and support in the fight against the disease. In support of National Breast Cancer Awareness Month in October 2010, Teleflora offered the Pink Hope bouquet in honor of BCRF.

On October 26, 2010, Teleflora also provided centerpieces at the annual Doctors' Dinner for The Breast Cancer Research Foundation.

The mission of The Breast Cancer Research Foundation is to promote prevention and find a cure for breast cancer in our lifetime by providing critical funding for innovative clinical and translational research at leading medical centers worldwide, and increasing public awareness about good breast health.

marketer of the month



boosting prom sales with an open house

With three high schools and nine flower shops in Cumberland County, TN, the challenge at prom time for R.G. Cravens, of Gifts from the Heart in Crossville, TN, is to stand out amongst the competition. Last April he did just that by hosting a "Rock the Bout" open house (the clever title came from an issue of *Floral Management*).

Scheduled the weekend before the first prom, R.G. generated buzz with radio advertising and on the shop's Facebook fan and Twitter pages. He also partnered with the owner of a local dress shop who was willing to lend dresses for display and promote the event in exchange for mentions in some of the ads. A promotion that appealed especially to young men was to host a Guitar Hero tournament during the open house. Since R.G. already had a Wii game system and a flat screen TV, there was no extra cost. He promoted the tournament in advertisements and offered the winner his or her prom order for free.

The main focus of the open house was a floral accessory bar, called an "Ice Bar," with everything from Lomey Shimmer Wrap Wristlets to Fitz Rock Candy Bracelets and Necklaces, Oasis beaded wire, and every color of



ribbon and pin imaginable. Once a girl picked the flowers she wanted in her wristlet, she was led to the bar where she could choose any accessory she wanted to add to the piece.

With the Ice Bar, sales of accessories increased by nearly 40% over the same period last year. The average sale of wristlets increased from roughly \$25 to around \$45, of boutonnieres from around \$6 to around \$10. The open house was not only successful—it was fun! Shown in the photo are R.G. and "Stace," a DJ from WPBX FM, who helped to keep the event lively with a live remote from the shop.

* 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!



faith hill partnership propels us to a new level of success

As we launch into 2011, at Teleflora, we again renew our commitment to being your business partner, keeping orders in the hands of local florists and providing big benefits that are beyond the reach of an individual entrepreneur.

A terrific case in point: our brand-new strategic marketing and product partnership with world-famous entertainer Faith Hill.

Kicking off for Valentine's Day, we will launch "The Collection by Faith Hill," an assortment of elegant bouquets in Teleflora exclusive containers, developed with Faith Hill to reflect her style, taste, and artistry. Themed to both holiday and everyday occasions, The Collection will be spotlighted in multiple Teleflora marketing vehicles over the course of the year.

Why did we choose Faith Hill? With more than 40 million records sold and multiple Grammy and County Music Association awards, people know and love her and the products she endorses. Specifically, our research found that among over 100 top celebrities tested, Faith Hill was the #1 choice among both our florists and floral consumers to motivate purchase of a floral product. Perhaps even more inspiring is that she loves flowers, she loves Teleflora, and loves local florists.

First up, Faith will star in our Super Bowl 2011 commercial – our third consecutive spot to air in the most-viewed TV event. We have found that the Super Bowl is not only a broad platform for building brand awareness for the Teleflora network of florists, but also a direct funnel for driving orders, reaching millions of men just in time to influence their Valentine's Day buying decisions. I'm confident that the star power of Faith Hill promoting our "Star" Valentine's Day product will boost sales higher than ever before and help get your business off to a tremendous start for 2011.

We have also developed compelling in-shop marketing collateral for Faith's collection to bring her star power home with posters, FSG pages and more. Look for these exciting materials in your first-quarter marketing kit arriving in-shops this month.

In previous letters, I've discussed "introducing" consumers to the Teleflora difference – hand-arranged bouquets, hand-delivered by local florists – and our inherent superiority over our drop-shipping competitors. Now, it is no longer a matter of making an introduction. Instead, it's about capitalizing on our reputation for quality and innovation, by continuing to push the envelope and find new ways to engage with consumers.

With our Faith Hill partnership, our pledge to national advertising and your steadfast devotion to being the best, we will hit the ground running in 2011, gaining unparalleled momentum and striving for exceptional results as these exciting months unfold.

Sincerely,

shawn weidmann {president of teleflora}

get ready to learn

For the past 27 years, three things have made the Teleflora Education Center a special place: exceptional teachers, on-trend curricula, and a state-of-the-art facility. Florists from all over the U.S. choose the Teleflora Education Center to learn key design techniques and business skills. Classes begin in March and run through October. All classes are held at the Teleflora Education Center in Oklahoma City. Discounted hotel accommodations are available.

To register or to receive a brochure of full class descriptions, please call 800.456.7890 or log on to myteleflora.com.

make everyday as special as christmas

Introduced for the 2010 Christmas season, Teleflora's Mercury Glass Collection was a hit during the holidays. But the collection wasn't meant to go back on the shelf after New Year's. It's designed to provide continuing sales all year long.

The fashionable silhouettes in the collection are perfect for weddings and other special occasions. When they are combined, the array of different shapes make a grand presentation. And the chic, antique, silver-flecked finish speaks of elegance and sophistication—any time of year.



2011 teleflora education center schedule

Testing, Testing ... 1,2,3

A Primer on using the Principles & Elements of Design
with Kevin Ylvisaker AIFD PFCI
March 20-23, 2011

Prom Ready? Flowers to Wear

with Joyce Mason-Monheim AIFD PFCI
April 3-6, 2011

Sympathy Expressions

with Wilton Hardy AIFD PFCI AAF
June 5-8, 2011

Weddings TODAY: Bouquets with Style

with Bert Ford AIFD PFCI
June 26-29, 2011

Distinctive Designing with Tropicals

with John Hosek AIFD PFCI
July 17-20, 2011

European Design

with Els Hazenberg AIFD AAF
July 31-August 3, 2011

Business Smarts Summit: Operating a Successful Retail Flower Shop

with Paul Goodman CPA, Marie Ackerman AIFD PFCI AAF
and special guest speakers
August 28-31, 2011

A Season of Prosperity: Autumn & Christmas

with Tim Farrell AIFD PFCI
September 25-28, 2011

Smart Everyday Design

with Susan Ayala AIFD
October 2-5, 2011

Floral Educator: Commentating & Teaching

with Marie Ackerman AIFD PFCI AAF
& Tom Bowling AIFD PFCI
October 16-19, 2011



a word from tom

turns out being a florist is much the same the world over



In Tokyo, I recently met with Takashi Tannowa, a florist on the board of HANA-Cupid, Teleflora's new partner in Japan for sending and filling international orders. Mr. Tannowa specializes in weddings and does over 2,000 a year! We were assisted by Kiko Zimmerman, from Kiko's Flower and Gifts in Park Ridge, IL.

One of the things I love about my job is that I've had the opportunity to meet florists from all around the world. It's interesting to see how things can be different in different parts of the world—but mostly, I'm struck by how florists everywhere have the same challenges and concerns.

Recently I met with representatives of our new partner in Japan, HANA-Cupid, which has approximately 5,000 florist members. Japan is probably the third most important country for North American florists in terms of international sending, right after the United Kingdom and Germany. Just like florists here, Japanese florists are confronted with a demand for ever-higher levels of service. That is one of the areas where HANA-Cupid steps in to help. We've worked with this organization closely and we know we can trust their expertise and integrity. That's why all Teleflora orders going to Japan go through the HANA-Cupid network.

Teleflora's relationship with reliable international partners is, of course, one of the important benefits that we can provide to our members. We make it easy to send flowers almost anywhere. You simply send the order via the Dove network, and our international department takes it from there. Most international orders have a higher-than-average dollar value, which makes them highly profitable. And it's a great service to offer your customers: where else can you get next-day delivery, worldwide?

Florists often assume that their customers know they can send flowers worldwide, but it's a good idea to remind them: on your statements and business cards, on your eFlorist website, your truck, your stationery. After all, flowers speak a universal language. And wherever in the world you need to send an order, there's a florist willing and ready to help—a florist very much like you.

tom butler {chairman of teleflora}

member stories from all around!



retail florist of the year

That's a pretty nice title, bestowed on industry leader **Winston Flowers** in Boston, MA by the Wholesale Florists and Florist Suppliers Association (WF&FSA) at its annual conference this past November. The five-generation florist, with six retail outlets and a huge central design facility, was nominated by Boston wholesaler Jacobson Floral Supply. In the photo, no surprise, Ted Winston of Winston Flowers is the tall handsome guy holding the award. To his right is Alan Jacobson of Jacobson Floral Supply. Sharing in the moment were Teleflora's top brass Jack Howard, Shawn Weidmann, and Tom Butler, along with Frances Dudley of Florists' Review Magazine.

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

oklahoma milestones

Oklahoma florists celebrating anniversaries were in a festive holiday mood mode as they received congratulations from Teleflora's Suzi Lawrence. At **Huffman Floral** in Enid, Ron Bartlett was celebrating the 75th anniversary of the business. Also in Enid, **Uptown Florist** is 25 years old; owner Dan Long AIFD was backed by his designers wearing their snazzy holiday open house best.



integrity is its own award

But it's still nice to be recognized, as **Swonks Flowers** in Battle Creek, MI was when it received the 2010 Integrity Award from the Better Business Bureau of Western Michigan. Ken Vander Meeden, President of the Western Michigan BBB, presented the award to Swonks owner Jeanette Schmid. The award is based on overall ethical standards as attested to by customers, vendors and suppliers.

a big thank-you

For 23 years, Vickie Mace of **Sugar 'N Spice** in Brazil, IN has served the area, and not just with flowers. She's been active in the church, the county historical society, the theater board, the selective service board, the chamber of commerce, the civic memorial foundation, the county redevelopment commission... that's not all, but you get the idea. It's no surprise she was recognized with an award for her service—the third she has received from Clay County. Teleflora's Tom Butler paid her a congratulatory visit.



it's all here!

Making shop calls in the Oklahoma City area, Teleflora Vice President of Directory Steve Davis (at left in the photo) called on Danny Russell of **Lakeshore Florist**, just in time to see all the Teleflora product coming in for the holidays, along with the new Selection Guide. Danny had just remodeled the shop and was looking forward to a great holiday season!



a century of service

Keeping the Green in Greenwich for one hundred years and four family generations is **McArdle Florist & Garden Center** in Greenwich, CT. Teleflora's Jack Howard visited the shop with congratulations and an anniversary plaque. From left to right are James McArdle, Jim McArdle, and Jack Howard.



art to flowers

In 1960, Nancy Lowe transformed the front of her parents' art store into a flower shop. The business flourished, and today **Lowe's Flowers** in Marshalltown, IA occupies the entire building. Current owner Rick Gooding is no

newcomer—he started working at the shop as a delivery boy in 1965—a year after Lowe's Flowers joined Teleflora. Congratulations to Rick and all the staff at Lowe's!



happy 90th!

Shop staff turned out for photo celebrating 90 years in business at **Poplar Flower Shop** in Terre Haute, IN; they were joined by visitors from Teleflora, presenting a plaque. From left, Jeni Morse, Heather Lester,

Bobbie Martin, Teleflora's Don Ball, Debbie Myers, owner Jim "Big Daddy" Sitarski, Brenda Pair, Mary Jones and Teleflora's Tom Butler.



ohio

In Ohio, top members include **Bedford Floral** in Bedford, where Robert Hotchkiss opened the shop in 1946. At **Fancy Petals** in Defiance, owner of 23 years Sue Kosier is holding the placque, surrounded by designer Heather Paxton (holding 15-week-old Areyah Tijerina), driver Michael Tijerina, designer Mandy Gearhart, and customer service gal Friday Ginny Retcher. **Filers Florist** in Middleburg Heights has been in business 27 years; Kurt and Dan Filer are co-owners, while Joanne Kalnasy holds the plaque. **Klotz Floral Gift & Garden Center** in Bowling Green opened way back in 1918; pictured are Rita Klotz (holding the plaque), who owns the shop with husband Gene, and designer Kari.



massachusetts

Teleflora's Bob Hurley and Mark Schaefer visited with top Teleflora members

in Massachusetts, among them Paul R. Meyer of **Earle A. Johnson Florist** in Holden; Mike Spanos of **Floral Art Flowers** in Westford; Tess and Francis Iacovelli of **Francis Flowers** in Milford (family owned and operated since 1949); Darlene Donnelly of **Heritage Flowers & Balloons** in Lakeville; and Gizelle Ferrelli of **Wildside Florist**, also in Milford.



washington

The beautiful state of Washington has its share of top members, including **Crystal's Flowers** in Spanaway, where owner-designer Gail Ditmore posed with Randy Prine (also a designer and the store's previous owner) and Judy Norris. In Lacey, Abe Raham owns and operates **Olympic Flower Market**, assisted by designers Valerie Knadel and Nancy Taylor-Kane.

* 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.

eFlorist goes mobile

Mobile commerce has shown a steady increase over the last year, and we expect mobile purchases to account for 5% of total eFlorist purchases in 2011. Soon, customers will be able to shop on your eFlorist website through their smartphone or other mobile device. A Wireless Application Protocol, or WAP site, is being launched for eFlorist sites in the weeks to come. That means that the same full-service ecommerce functionality your customers enjoy through your website will be available on their mobile devices, and it's included as part of your eFlorist membership.



Some of you may wonder, is this the same thing as an app? Here's a brief comparison between an app (short for application) and a WAP site.

WAP (Wireless Application Protocol)

- A WAP site is a version of your normal website that's been designed for the smaller screens of internet-enabled devices.
- WAP sites are browsed just like websites on your computer, so there's nothing to download onto your phone. When a user visits your site using their mobile phone, the server auto-detects that the site is being viewed on a mobile device and serves the WAP version of your site
- Updating a WAP is as easy as changing a regular website. Customers don't have to download anything; they'll see the updated site the next time they visit.
- WAP sites are designed to be viewed by a variety of devices, from smartphones to tablets.

App (short for Application)

- Apps are programs that allow users to perform website functions on a mobile device. Apps may not match the design, layout or complete functionality of their full-size counterparts.
- Apps must be downloaded to your smartphone to perform a specific function. Having to download something before they can shop proves a deterrent to many customers.
- To update an app, customers must download the newest version of it. Updated apps may require changes in operating systems or memory capacity.
- Most apps are developed for the most widely used phones (BlackBerry, iPhone and Droid), leaving owners of other devices in the dark.

Other services charge up to \$1,000 to set up a mobile app, plus a monthly fee of up to \$100 to maintain it. Apps require customers to download a program and they must download newer versions of the app in order to have the latest functionality. Your customers will never have to download a special program to shop through your full-service eFlorist site on their phone.

For more information, visit the eFlorist Service Center on MyTeleflora.com, where you'll find an FAQ on our soon-to-be launched mobile sites. Stay tuned for more details in the weeks ahead!



new homepage layouts

When widescreen eFlorist sites were launched this past August, they were built with four different homepage layouts to choose from. This month, we're excited to introduce two additional homepage layouts, which feature more products than before. Homepage layouts 5 and 6, shown here, will be available for use in eSAT starting mid-January. Layout 5 features five products prominently above the fold and the capacity for up to nine rows of products below. Layout 6 offers those same nine rows below, with four products above the fold. Each of our new layouts allows you to display a whopping 40 products on your homepage!

To use either of these new layouts, log into eSAT at <http://esat.myteleflora.com> or contact Web Services at 866.983.3932 or webmaster@teleflora.com.



introducing The Collection by Faith Hill

Teleflora and Faith Hill have partnered to create "The Collection by Faith Hill," an assortment of beautiful floral arrangements kicking off for Valentine's Day. The Collection will **feature our Valentine's "Star" product and the "Valentine's Bouquet"**. Throughout the year, we will continue to add to The Collection by Faith Hill with both holiday and Everyday bouquets.

To launch our collaboration - Faith Hill will be the beautiful face behind our Valentine's Star product PLUS 5 additional Valentine's Day bouquets in **Teleflora's Silver Reflections and Mirrored Silver Cube containers.**

Faith and the "Star" Valentine's Bouquet will both be spotlighted heavily in multiple marketing vehicles - **kicking off with our 2011 Super Bowl commercial.**

Stay tuned and check out myteleflora.com for more exciting Faith Hill news!



get online >>

visit myteleflora.com to view the complete Valentine's Day Collection by Faith Hill