

myteleflora

{news}

bright ideas for spring
merchandising tips & tricks
{pg. 7}

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florist marketing enhancements

First I'd like to wish all of you a very Happy New Year and take this opportunity to once again thank everyone for partnering with us last year. We know 2011 was a challenging year for the retail floral industry, but we are confident that better days are ahead. We hope you had a chance to get some rest after Christmas and New Year's because it's now time to prepare for the busy Valentine's holiday.

Teleflora is always looking for new and innovative ways to add value to our program offerings. For 2012, we are excited about changes to two of our florist marketing programs kicking off this month—our new Paid Search and eDirectory programs. With online ordering on the rise, we've increasingly had questions from you regarding the somewhat untapped potential of your web business. These inquiries were the inspiration for our new Online Search Marketing Program with Google. We wanted to make it easy for our shops to market themselves online and access the 2.8 billion consumers that are now using Google to search for local businesses. After much testing and research, our turnkey solution to online search marketing will enable Teleflora to do the work for you, from selecting keywords based on the season and your location, to reporting and monitoring results on a monthly basis. We've experienced positive response in the short time this product has been available, so we encourage you to check it out if you haven't yet.

Our technology team is the best in the industry and the team has found a way to improve our eDirectory intelligent search by changing the way search results are displayed. Even though our printed directory is static, we've improved the eDirectory listings approach, which now rotates with every new search, providing more consistent orders to shops throughout the year.

There are more opportunities to rank higher in the new eDirectory search results. Shops have responded very positively to the increased visibility they receive in the eDirectory based on participation in card ads. As with the rest of our directory advertising, there are many choices from the basic ad package to platinum plus ad package.

Don't forget that with each new issue of the Teleflora Member Directory, it's important to review all your shop's listings and card ads to make sure they accurately reflect the services your shop provides. By reviewing your codification early, you'll have time to make any changes or additions to your shop's codification prior to the next directory cut-off. If you have any other questions or need additional information about either program, please go to MyTeleflora.com or feel free to call 800.421.2815.

These are just some of the new programs we have in-store for the year. As always, we will continue to develop new and innovative ideas for you, our retail florists. On behalf of everyone at Teleflora, we wish you a triumphant and profitable 2012.

Sincerely,

jeff bennett {president of teleflora}

an educational odyssey



March of 2010 was a low point for Leanna Gearhart-Theye. Her husband had lost his job, she had just moved to a new city, and she was feeling

"tired, unappreciated and creatively drained." But then she went to the Michigan Floral Association expo, talked to members of AIFD and Michigan Certified Florists, and thought, "Why not me?" Filled with a new determination to invest in herself, she flew to Boston for just one day of AIFD National Symposium. There she picked up a brochure for the Teleflora Education Center. Noting that scholarships were available, she applied, and ended up taking a class. "I really learned how to evaluate my own work," says Leanna. "Everyone at the center goes out of their way to make you feel special. The whole experience is something I will carry with me for years to come." Today Leanna—a designer at **Eastern Floral** in Grand Rapids, MI—has found "a new creative spark and drive." This year, she became a Michigan Certified Florist herself (as seen in the photo, with Teleflora's Jerome Raska and Kathy Petz). She is entering competitions and will test for AIFD in Miami, in July 2012! Congratulations, Leanna! Keep on going forward!

unit president profile:

heather towne



"If there's something I have a question about in the floral industry, I know I have 10 or 12 other florists I can call and bounce an idea off of," says

Heather Towne, of **Flowers by Jennie-Lynne** in Fairless Hills, PA, in the greater Philadelphia area.. She's referring to the other members of her Unit board, a group that she describes as having "a great team spirit—which has made my job easy." After attending Unit programs for six or seven years, Heather is now serving as president of the Penn Jersey Unit. The camaraderie is wonderful, she says—and that's in addition, of course, to the educational benefit of the programs themselves, which is even greater when you get to be a part of the planning process. "This experience has encouraged me to think outside the box and be a better designer," she concludes. "Without it, you don't get that stretch you need to stay ahead."



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

prom class launches 2012 at the education center

“Bling”—defined as flashy floral jewelry, worn as an indication of style—is where the prom market is today. Knowing how to design with these materials—and even more important, how to sell and market them successfully—is what translates into profits. The first class of 2012 at the Teleflora Education Center is focused squarely on this mission: to increase both the number of sales and the average dollar value of prom flower sales. Hands-on assignments will enable you to practice the new design techniques and get one-on-one coaching time from instructor John Hosek AIFD PFCI.

The class is being held in late February to get you ready for the prom rush that for many retailers begins in March. Hurry and book your space in the class. Seating is limited and you won't want to miss your chance to really take your prom flowers to a new and exciting level!

2012 teleflora education center schedule

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

Wedding WOW: Bouquets with Style

with Susan Ayala AIFD PFCI
June 3-6, 2012

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 CPA, Marie Ackerman AIFD PFCI AAF, and Special Guest Speakers
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

a word from tom

make a resolution to boost profits in 2012!



I was inspired recently by spending some time with florists who never stop learning! From left to right, Butch Johnston, myself, and Janie Johnston of Johnston's Quality Flowers in Ft. Smith, AR, Pat Phillips AIFD of The Flower Merchant in Springfield, MO, and Jo Buttram AMF of Shirley's Flowers & Gifts in Rogers, AR.

Sounds good, right, but how do you do that? Never underestimate the power of great ideas. Other florists are finding ways to increase sales and reduce costs—why not you?

The key is to seek out those ideas. One of the best places I know to do that is the Teleflora Education Center. Maybe this is the year you take that class you've been meaning to take!

Butch and Janie Johnston, of Johnston's Quality Flowers in Ft. Smith, AR, were among those who took the "Business Smarts Summit" at the Education Center in August. "It was a fantastic experience," says Janie. "We brought home lots of ideas that we have instituted at the shop, including some great ones from our fellow florists that attended."

Butch is an experienced florist who's been running his shop successfully for years—so clearly, you don't have to be a novice in the flower business to benefit from such a class. And while the "Business Smarts Summit" focuses on management strategies, all the Education Center classes are designed to help make flower shops more profitable.

Teleflora is the industry's biggest sponsor of educational opportunities for all florists—through the Education Center, through the Units Program, at wholesale houses and association meetings—simply because we believe it's good for our members and for the industry. It's up to you to take advantage of those opportunities, implement the ideas, and improve your profit picture!

Here's wishing you a happy, and prosperous, New Year.

tom butler (chairman of teleflora)



news from all around!



floral abundance

With an incredible inventory of gorgeous, super-fresh flowers on hand, the premises of wholesale direct shipper Florabundance, in Carpinteria, CA, turned out to be a great place for the LA Coastal Counties Unit of Teleflora to hold its Fall and Christmas Designs program. Teleflora Education Specialist Tom Bowling made the most of flowers provided by Joost Bongaerts of Florabundance, supported by Unit President Terri Alvarez and her board.

happy 125th, tipton & hurst

The mayor of Little Rock, AR was on hand for the anniversary celebration, as was Teleflora's Tom Butler, seen here with vice-president Chris Norwood AIFD and owner Howard Hurst. Customers were pleased that the occasion was honored with hands-on sessions for the public from Chris, who has a devoted following as a designer. The largest independent florist in Arkansas, **Tipton & Hurst** is in the Teleflora Top 50 and has a reputation as one of the finest flower shops in America.



open housewarming

"After almost 40 years at our previous location, it was hard to leave," says Edileen Bird of **Parkwood Florist** in Peterborough, ON, who took over the family business with the passing of her aunt and uncle, Frank and Audrey Bird. "But the new store already has a homey feeling, as it is an actual house with cozy rooms and an awesome front porch that I can't wait to utilize come spring!" She celebrated the move with her Christmas open house, where she had the Thomas Kinkadee Christmas Carolers' Bouquet on display for the avid collectors among her customers.



miss opportunity

What do you get in exchange for donating the floral bouquets that are presented to the winners of the Miss South Carolina USA and Miss South Carolina Teen USA contests? To start, the pageant organizers send order forms for flowers from **Bird's Nest Florist and Gifts** in Ladson, SC (a suburb of Charleston) to a mailing list of the parents and grandparents of contestants. "We also get to sell bouquets at the pageant door for the last-minute people," says owner Sandra Bird. "And of course, it's a great opportunity for networking and publicity. I was fortunate in that I was approached to do it by a customer who knew our work," adds Sandra. "But it's definitely something florists in other states could go after."



doing good by design

When you can demonstrate your very best design work and contribute to a good cause at the same time, it's definitely a win-win situation. That's one that came up in October for **Wasserman's Flowers & Gifts** in Muskegon, MI, when the shop participated in a fundraiser for breast cancer research and services called Tempting Tables. Working with the theme, "Into the Woods," designers from Wasserman's spent months planning and creating a vignette that featured a table and chair handmade from birch. Best of all, the event raised over \$65,000 for the cause.



santa's workshop

Live, mostly pint-size "elves" got to be part of the float that won "Most Original" in the City of

Woodstock, GA's biggest ever Christmas Jubilee Parade of Lights! Adding to the fun, the elves actually handed out toys. The award brought a trophy presentation at the next city council meeting, from mayor Donny Henriques to Lisa Kaye Kinsler of **Woodstock Flowers**. "I had a ball," says Lisa Kaye—but like most things that are fun, it was also hard work that paid off!



appreciation for top members



In Ohio, Teleflora top members include Linda Dietz (owner) and Kara Thompson of **Dietz Falls Florist** in Cuyahoga

Falls; **Furst the Florist & Greenhouse** in Dayton (thanks for the gorgeous flowers to auction at the Unit program this summer!); Mike Brown of **Nina's** in Cincinnati (with Teleflora's Shawn Keith); Keith Hart of **Robbins Village Florist** in Greenfield; Kathy and Bill Ardle of **Schneider's Florist** in Springfield; Kassi and June at **Tip Florist and Garden Shop** in Tipp City; and **Trojan Florist** in Troy, where Ashley and Shanna accepted a plaque on behalf of owner Ray.



But that's not all the top members in Ohio. Congratulations are also due to Leah, Susie, and Sarah, seen with Teleflora's Denise Patchen, at **Flowerama** in Columbus, a Top 500 shop; Dan Schneider and his dad, Jacques Schneider, at **Jacques Garden of Flowers** in Kettering; Angie Bennett, owner Debbie Leck, and Gary Fisler (nominated as designer of the year in his city) at **Novack-Schafer Florist** in Fairfield.



Top members in Michigan have longevity! One is **Brown Floral**, Jackson's oldest full-service florist, family owned and operated (four generations) since 1865. Gathered for the photo are Chris Grostefon, Diana Jonas, Darrel Jonas and Crystal Lowe. Another



is **West Branch Greenhouse and Flower Shop** in West Branch, a shop that celebrated its 100-year anniversary this past spring. Pictured are Ben, Providence and David Evergreen. Other Michigan top members include Ann Cook and Danny Sarns of **Co-Ed Flowers & Gifts** in Sault Ste. Marie (in case you were wondering, the shop was

founded by a Mr. Coulter and a Mr. Edwards). **Forsberg Flowers** in Marquette moved up to a top 500, thanks to hard work by (from left to right, top to bottom) Mark Forsberg, LouAnn Balding, Sarah Balding, Madison Forsberg, and Gail Forsberg. Another Top 500 plaque went to **Gerych's Distinctive Flowers** in Fenton; pictured are (back row) Teleflora's Janice Curran with Brenda Pruett, Pam Mason, Marcia Guilliat, Rich Thibodeau, and (front row) Chelsea Mills, Diana Garvey, Teleflora's Kathy Petz, and Jon Gerych. At **Trotters Floral Touch** in Gladstone, Debbie Trotter-Kuehl and Paula Sagataus accepted a top-member plaque, as did, at **Wickert Floral** in Escanaba, Marcia Linzmeier, Diane Miller, Gordon Cashen, and Janice Robitaille.

At **Buds and Blooms** in Auburn, WA, owner Ace Christensen received a Top 500 award. Ace also owns **Covington Buds and Blooms** in Covington.

He's so happy with the Dove POS system, which he uses at both stores, that he says he's willing to talk with anyone considering the move to Dove POS! At **Gazebo Florist** in Port Orchard, WA, owner Lavonne Lynam, pictured with manager Nicki Schmittler, has been with Teleflora over 25 years. They participate in the eFlorist program and love it!



In historic Gettysburg, PA, shop mascot Mokie wants to take at least a portion of the credit for **The Flower Boutique's** top-member plaque. Pictured separately are Donna McCleaf (center back) and her staff.



* 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.

exciting teleflora holiday coverage!

Once again, Teleflora had a great product line-up for the holidays and the PR team worked tirelessly to ensure consumers were made aware of our selection by securing great print, online and broadcast coverage.

As predicted, the adorable Send a Hug Penguin was a favorite among media. Our bouquet was featured in the Atlanta Journal Constitution, Trentonian and New Times holiday gift guides. In addition, the New Times also featured our Sunlit Beauty Bouquet and Thomas Kinkadee's Christmas Carolers Bouquet in separate holiday related stories in November and December.

Contests are always a popular feature and floral arrangements from Teleflora were a much sought after prize. We ran contests with Entertainment Tonight Online, Redbook Magazine, Birds & Bloom, The Examiner and The Sun. We all know how much holiday shoppers love a good deal and All You Magazine and InStyle.com/Stylefind both featured exclusive deals from Teleflora.

Teleflora's resident lifestyle expert, Amy Sewell hit the road in November and December with a variety of Teleflora bouquets including Faith Hill's Winter Grace and Colors of Christmas bouquets in morning show segments surrounding last minute gift giving ideas. In addition, Amy appeared on the national morning show, "The Daily Buzz," touting five bouquets including: Thomas Kinkadee's Christmas Carolers Bouquet, Send a Hug Penguin, Radko Glitter and Shine Ornament, Faith Hill's Colors of Christmas and Teleflora's Winter Snowflake Present Perfect.

Bouquets from Teleflora were also featured in various online gift guides including TrendLuxury.com, BeautyNewsNYC.com, The Neat Things in Life and FitandFabliving.com.



On December 16th, Teleflora was featured in a "Steals and Deals" segment on the Today Show. Watched by over 7 million viewers, a special offer on three bouquets was featured. The host did a great job of touting Teleflora as the largest network of florists and explained that all bouquets from Teleflora are hand-arranged and hand-delivered by local florists.



When Life & Style Weekly needed holiday flowers for a photo shoot with "The Real Housewives of Beverly Hills," at Kyle Richards's house, they turned to Teleflora.



Finally, "The Nate Berkus Show" featured Teleflora's Park Avenue Centerpiece in a segment about setting the table for the holidays. Nate commented on the beauty of the flowers and delivered our key message that every bouquet from Teleflora is hand-arranged, hand-delivered by a local florist.



The PR Team would like to thank all the member florists who helped with deliveries and requests. Without your help, floral expertise and exquisite design, we would never have been able to secure these great results, so a big thank you to the following shops:

- **Starbright Floral Design**, New York, NY • **Macre's 30th St. Florist**, New York, NY • **Edelweiss Flower Boutique**, Los Angeles, CA • **Flower Power**, Dallas, TX • **Payne & Morrison**, Phoenix, AZ • **Neal and Jean's Flowers**, Sapulpa, OK • **Patterson's Shop**, Big Rapids, MI • **Flowers ETC.**, Newington, CT



Teleflora's Park Avenue Centerpiece
T188-1A

make way for deal of the day!

It's been nearly a year since Florist's Choice was renamed Deal of the Day, and it's been a top-selling product ever since! Recently, it was actually the number-one product across eFlorist sites, edging out perennial favorites like Sunny Smiles and Be Happy. Customers love to get the most for their money; with Deal of the Day, they get the freshest flowers you have in stock at an unbeatable price.

It's not just appealing to customers. It's great for florists!

- Deal of the Day has no fixed recipe, so you can fill it with whatever you have in stock to the value requested. Who doesn't enjoy having complete creative freedom?
- Deal of the Day is not codified, so you can use any container you have on hand.
- Deal of the Day allows you to flex your creative muscles and show off your unique design talent.

Here are some ways to make the most of this popular item:

- Decide what the Deal of the Day will include. Post the information in your workroom on a weekly or daily basis.
- Train your staff to promote Deal of the Day. If a customer calls and asks for the Deal of the Day, the person on the phone should be able to describe the fresh flowers included in their bouquet.
- Tag items Deal of the Day in your cooler for cash and carry. Anything you have in the cooler that isn't a specific recipe can be called Deal of the Day. It draws attention and makes the product extra-special because it's a limited-time offer.

No matter how you slice it, Deal of the Day is a win-win!



Teleflora's
Opulent Orchid
T98-2A

oh baby, these are sure to impress!

No matter what season it is, it's always baby season! Remember to merchandise your gifts for baby and new parents all year round. Excite your customers by showcasing Teleflora's custom containers in your shop, showing the many uses of these unique products.

Create a display around Teleflora's Just Ducky Vase by displaying the ducks on a shelf, lined up single file like a family of ducks would be crossing a road. You can fill the ducks with flowers and different baby items, like bubble gum cigars, rattles and any other baby related merchandise you have available.

Show off the MiGi Baby Elephant by Teleflora as an after-use product by creating a shelf you would have in a nursery. Using pastel colors, add frames with baby photos, toys, stuffed animals and baby blankets. You can also hang flags or signs with clothes pins on a line above that say "Welcome Baby," or "Special Delivery."

Encourage your customers to bring these unique keepsakes to their next baby shower as a gift for baby and parents and they will surely be the talk of the party!



Dove POS 5.3 arrives in Canada!

With the start of the New Year, Teleflora's floral point-of-sale system Dove POS (version 5.3) will be now available for florists in Canada. The newest version of the Dove POS software includes the Canadian tax and accounting information for Canadian florists. Dove POS 5.3 also includes a number of updates for all users.

- Bill My Customers – Additional functionality has been added to the Bill My Customers section, allowing you to define the group of customers you would like to bill.
- Reprint Billing Runs – If your shop has the need to reprint a previous billing cycle, you can simply reprint the entire run or just the selected page(s).
- Recent Order Lookup – A new menu item has been added to make it easy to locate the last five orders.
- Payment Lookup – 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.
- And a number of other features!

For more information on Dove POS, visit dovepos.com or call your local Territory Sales Manager



Isle of White
T55-3A

marketer of the month

WIN
\$100*

remind customers about your open house—by circling the date.

Looking back on your holiday open house, how was attendance? Would you like to boost it without a huge cost for advertising? That was Lisa Levandowski's goal when she purchased Glacier Wallflower & Gifts in Columbia Falls, MT back in 1995 and was in the first stages of reviving the business from bankruptcy. "I looked around at items I was already paying for and asked myself, 'Am I maximizing that product?'" Lisa remembers. She had already ordered 100 Teleflora calendars—which she knew was a great marketing tool—to arrive in time for her to give them away at her own holiday open house. "Inside each calendar, I stapled a flyer with the date for the following year's open house. That simple little trick meant that 100 people would automatically be reminded of our open house the moment they lifted the calendar page from October to November."

Lisa also started using her business cards in a similar way. She gets them printed with a calendar on the back that includes holidays and important dates, including the Glacier Wallflower holiday open house. "A business card goes out with each bouquet," she says. "The calendar gives clients an extra reason to keep my card." Today, Lisa orders 500 Teleflora calendars and several boxes of business cards. She's hoping to increase the calendar order to 1,000 within the next year or two. "After all," she says, "once I staple in my flyers, that's 1,000 people who will know about my holiday open house—no postcards or stamps required."



Teleflora calendars for 2013 can be ordered now through May of 2012. For more information, call Customer Service at 800.421.2815 (in Canada 800.668.5770) or go to MyTeleflora.com and click on Market Your 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!