

JANUARY 2013

# myteleflora

{news}

teleflora's valentine's day  
promotion  
{pg. 2 & 7}

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## Teleflora Celebrates Valentine's Day

I'd like to take this opportunity to wish you a very happy New Year and to let you know that we have big plans for 2013 to help you, our florists, be successful. We remain committed to our partnership with you, keeping orders in the hands of local florists and providing benefits that are beyond the reach of an individual entrepreneur.

With Valentine's Day right around the corner, increasing awareness of Teleflora and generating orders for your shops is a necessity. Although we have been thrilled with the brand identity that Super Bowl advertising has brought to the floral industry and Teleflora, we've decided to seek new marketing channels this year to deliver our message of hand-arranged, hand-delivered arrangements by local florists.

This year, we are offering consumers across the U.S. a chance at winning one of 10 gorgeous diamond necklaces for their special Valentine. Every time someone purchases one of our star bouquets online, they'll be entered into our sweepstakes. Orders from both Teleflora.com and eFlorist sites are eligible. It's important to feature these keepsakes on your eFlorist sites because those who order through your eFlorist sites have the same chance of winning, and you reap the reward of increased online business.

A giveaway of this caliber is a great opportunity to promote to your customers on a local level. By now you should have heard about the digital marketing kit available for download at MyTeleflora.com that will help you promote this exciting giveaway. These online components including email copy, banners and point-of-purchase signage will help drive business for your shops and enthusiasm from your customers. The kit also includes postcards, enclosure cards and statement stuffers for you to download and print for a number of cross-promotion opportunities with other local retailers. And don't forget that spreading the word about the products and promotion through advertisements in your local papers and church flyers is a tried-and-true way to market your shop to new and existing customers.

As a bonus, we are also offering you a shot at winning great prizes this year including:

- Grand prize: An all-expense paid, 5-day vacation to Hawaii
- Second place prizes: Four shops will win Team Floral extreme shop make-overs
- Third place prizes: Eight shops will win three months of free Teleflora membership

Each shop will receive one raffle entry for every 12-pack you order of our Valentine's Day codified product. For more information, visit <https://themarket.myteleflora.com/company/vday2013.aspx>.

This Valentine's Day promotion is a big deal for Teleflora, but more importantly, for our network. I'm confident that 2013 will kick off with fantastic sales for our shops and set the stage for a great rest of the year.

Sincerely,

jeff bennett {president of teleflora}



## unit president profile: sharrai morgan



The tip of a tiny peninsula can be a beautiful place to have a flower shop, but for Sharrai Morgan AIFD of Holly's Fine Flowers in Port Townsend, WA, her remote location was making it difficult to connect with other florists, keep learning and renew the

inspiration that is so critical to business success. Still, she was already attending every educational program she could find at her wholesaler's when she decided to volunteer to help behind the scenes for the next one. It turned out to be a Teleflora Unit program—and Sharrai was immediately recruited for the board. Since then, as president of the Washington State Puget Sound Unit, she has done some recruiting of her own. "When I came on we had a board of at least six or seven people, but some had to step away, so we used the evaluation forms from the programs to solicit for new board members. I got some bites and reeled them in fast, and now I think those people are very happy they got involved. You don't know how rewarding it is until you do it—how you can learn even more by helping out on the inside." Sharrai tries to let her board members know how much she appreciates them in turn: "It takes a team to do this! But the teamwork is what makes it a great experience."



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

# come learn with us!

For the past 29 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.

## Prom Flower Fashions

Featuring Fitz Designs

Instructor: Tom Bowling AIFD, PFCI

February 24-27

## Testing, Testing... 1,2,3

A Primer on Using the Principles and Elements of Design

Instructor: Kevin Ylvisaker AIFD, PFCI

March 17-20

## Sympathy Tributes

Instructor: Susan Ayala AIFD, PFCI

April 14-17

## Wedding Professional

June 9-12

Instructor: John Hosek AIFD, PFCI

## European Trends

Instructor: Els Hazenberg AIFD, AAF

July 21-24

## Business Smarts Summit: Operating a Successful Retail Flower Shop

Instructors: Paul Goodman CPA, PFCI, Marie Ackerman AIFD, PFCI, AAF and guest instructors

August 4-7

## Trendsetter: New Design Ideas for 2013/14

Instructor: Hitomi Gilliam AIFD

September 8-11

## Everyday Design: Your Signature Style

Instructor: Vonda LaFever AIFD, PFCI

October 6-9



a word from tom

international sending is still one of the best services you can promote.



*This fall at Teleflora in Los Angeles, we had a pleasant visit from representatives of the Teleflora-affiliated floral network in Japan, HANA-Cupid. The word hana means "flower" in Japanese. From left to right are Kiko Zimmerman of Kiko's Flower & Gifts in Park Ridge, IL, who served as translator; Takashi Tannova of HANA-Cupid; Jeff Bennett, Teleflora President; Keigo Uchida of HANA-Cupid, and myself.*

The world keeps on getting smaller every day—and flowers are one of the reasons why. We can Skype and text and tweet with friends and family and followers a continent away, in real time—but flowers remain one of the few gifts that can be sent almost anywhere, often within 24 hours. And of course, flowers speak a universal language.

All these are good reasons to let your customers know how easy it is to send flowers internationally through your shop. Here's another: the average price point for international orders is considerably higher than for domestic orders.

Sending an international order through Teleflora couldn't be simpler. We handle it all for you: time zones, currencies, language barriers, even making sure the order is filled in a way that accords with local customs. International orders can be sent in any of four ways: via the Dove Network or by fax, phone, or email. (All the information you need can be found on MyTeleflora.com just by entering the word "international" into the search box at the top of the page.)

Why not include, whenever possible, "Next business-day delivery, worldwide!" in your advertising, on your website, and in all your communications with customers? They'll thank you for it.

*Tom Butler*

tom butler {chairman of teleflora}

# news from the teleflora family

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



## tragedy in connecticut

Following the tragic events in Newtown, CT last month, the outpouring of support for the families of victims naturally included flowers. But supplying, arranging, and delivering those was flowers no easy task, according to reports from the Connecticut Florists Association, which coordinated the response, and Teleflora's territory sales manager Jon Lindeberg, who joined the volunteer effort. Newtown has only one professional florist, Judy Grabarz at **Newtown Florist**, and one funeral home. "Driving through town on the way to the shop, I passed a church and cemetery where services were being held," Jon writes. "There were thousands in attendance, and there were memorials all over town. The media and police presence was unbelievable. There were actually some threats made and when I got to the shop to deliver lunch, they



had the State Police Bomb sniffing dog team checking all of the deliveries being made to the services... The Connecticut Florists Association really did a great job of spearheading the volunteer and donation efforts to make sure they would have everything covered. The amount of support that was shown from all over the world was tremendous." Flower donations, from local wholesalers and others, were generous (as seen in the photos at left). "Amid the sadness that goes hand in hand with a tragedy like this," Jon writes, "it was heartwarming to see how the community comes together in tough times."

## SAF holiday vaseoff! winner

Consumers got a fine taste of creative floral design for the holidays last month when the Society of American Florists hosted another VaseOff! Challenge on its consumer blog, [aboutflowersblog.com](http://aboutflowersblog.com). Visitors to the blog got to vote for their favorites among the finalists posted there. They chose a design by Bryan Swann of **Karin's Florist** in Vienna, VA, entitled "Yuletide Sleigh Ride." The design includes a toy sled on a miniature landscape created with logs, pinecones, roses, pepperberries, amaranthus, and other materials. More VaseOff! Challenges are planned for 2013! It's a great opportunity for SAF member florists to display their creativity. For more information, visit [www.safnow.org](http://www.safnow.org).



## alabama

Who's tops in Alabama? Among others—all seen here with Teleflora's Jeff Newlin: Felisha Bull of **Amy's Florist** in Tuscaloosa; Geoffrey Stough of **Lee & Lan Florist** in Montgomery; Terry Mitchell, Kim Biederman and Julia



Schmidt of **Mitchell's Florist** in Huntsville; and Deborah, Terri, Michelle, Diane and R.J. of **Stephanie's Florist** in Tuscaloosa.

## ontario

Among Canada's Top 25 are the owners of **Pam's Flower Garden** in Kingston, ON. Jeff and Marianne de Ruiter are joined in the photo by parents and founders John and Mary de Ruiter, along with Teleflora's Suzanne McMillan.



\* 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).

## arizona

The Grand Canyon State has more than a few top members, among them: Rakini Chinery of **Allan's Flowers** in Prescott, seen here with Teleflora's Cathy Reifschneider at the Arizona State Florists expo; Katherine Sheehan of **Arizona Flower Shop** in Phoenix; Renee Cox of **Bloom Country Florist** in Sierra Vista; David and Mary Schmidt of **Camilot Flowers** in Green Valley; Dale and Barbara Oliver of **Flowers by Renee** in Chandler; Bob Kegerreis of **Karen's Flowers** in Mesa; Kathleen Scott of **Mandarin Orchid House** in Kingman; Carlo Espinoza of **McDonald Floral** in Phoenix; Ray Alvarez, owner Marg Rodger, Rosemary Wilenchil and Jenn Blazer of **North Scottsdale Floral** in Scottsdale; Deanna Bailey of **Payne and Morrison** in Phoenix; April Vandergrift, owner Rita Jorgensen, Kali Jorgensen and Jan Lillie of **Payson Florist** in Payson; David Spence of **Prescott Flower Shop** in Prescott; Clara Annis, Caroline Naylor and Marcella Maher of **Razzle Dazzle** in Mesa; ladies in pink (Rebecca Benavides, Karon Hammond, Poppy Harber, Sally Mcgeoghegan, Wanda Bilger) from **Sierra Vista Flowers** in Sierra Vista; Wanda Piorkowski of **Sun City Florist** in Sun City; Judy Hanel of **The Tulip Tree** in Glendale; and Nathan, David, and Jacob Johnson of **Watson's Flowers** in Mesa.



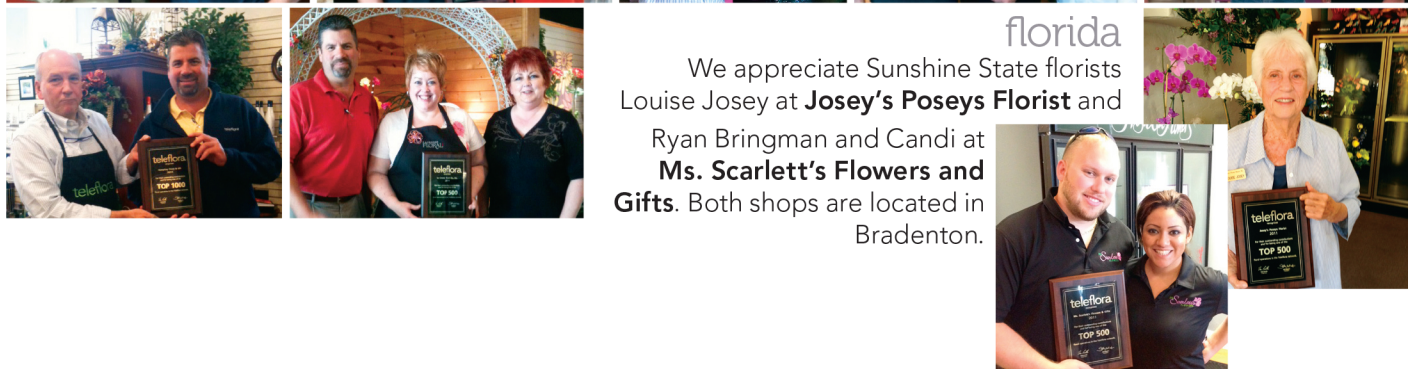
## wisconsin

In Wisconsin, Teleflora's Dan Natalizio presented appreciative plaques to some of the great florists in that state, including: father and daughter team Danny and Katie Grogan of **Alfa Flower Shop** in Milwaukee; Melissa Maas of **Bank of Memories** in Menomonee Falls; Emily Neubauer of **Belle Fiori** in Milwaukee; Debbie Freeberg of **Bev's Floral** in Stevens Point; Mary Lynn and Bill Niedzwiedz of **De Pere Greenhouse & Floral** in De Pere; Randy Verhasselt of **Evolutions in Design** in Wausau; David and Wendy of **Flowers by Jan** in Milwaukee; Con, George and Denise of **George's Flowers** in Madison; general manager Jeff Smet and owner Tony Ferdinand of **Haentze Floral & Greenhouse** in Fond du Lac; Tim Humphrey of **Humphrey Floral & Gift** in Fort Atkinson; and Linda Zoerb, with manager Barb, at **La Crosse Floral** in La Crosse.



## florida

We appreciate Sunshine State florists Louise Josey at **Josey's Poseys Florist** and Ryan Bringman and Candi at **Ms. Scarlett's Flowers and Gifts**. Both shops are located in Bradenton.



# everywhere you look

Thanks to a great product lineup this past holiday season, and hard work by the Teleflora PR team, consumers could hardly miss seeing Teleflora bouquets in print, online and over the airwaves.

The bouquets were a favorite with print and online media, with features in more than a dozen publications and online destinations, from *Woman's World Magazine* to the online gift guide *Cosmopolitan for Latinas*, the *Atlanta Journal Constitution* and a number of beauty blogs, to give just a few examples.



Contests and giveaways always resonate with readers and floral bouquets from Teleflora were a much sought-after prize in contests with *Woman's World Magazine*, *SheKnows*, and *National Examiner*. We all know how much holiday shoppers love a good deal, and four different publications all 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. Amy incorporated the arrangements in gift-giving segments for television including the nationally syndicated morning show, "The Daily Buzz," which airs in over 175 markets across the United States. Amy did a great job highlighting the Teleflora Tuesday promotions.

In November, several of Teleflora's arrangements were highlighted on "The Talk" in a segment about essentials for the perfect holiday gathering. In December, the popular morning show "The View" included the Teleflora Silver Glow Centerpiece during its hot topics segment, with an emphasis on "the Teleflora difference."



Finally, Teleflora distributed a holiday-focused release on holiday decorating tips that was picked up in more than 680 print publications and online sites, totaling an estimated 11 million in readership! Noteworthy pickup included: *The Huron Daily Tribune*, *Press of Atlantic City*, and *Your Houston News*.

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:

- America's Florist
- Bella Florist and Gifts
- Betty J's Florist
- The Blossom Shop of Raleigh
- Brown's Floral Design & Interiors
- Buckhead Wright's Florist
- Cleveland Flowers & Gifts, Inc.
- Crystal Springs Florist
- Ditmars Flower Shop
- Flowers by Barrett
- Flowers on the Park
- Flowers on the Square
- Green Dahlia Florist
- Height's Floral Shop
- Henry's Florist
- Imondi Florist
- Knox Flowers & Gifts
- Macre's 30th Street Florist
- Noble Flower Shop
- Nosegay Floral Designs
- Payne & Morrison
- Peck's Flowers
- Raytown Florists
- Starbright Floral Design
- Tulahoma House of Flowers
- Windy's Flowers

# stock up and win!

This Valentine's Day, you have the opportunity to win exciting prizes for you and your business. Each shop will receive one raffle entry for every 12-pack you order of our Valentine's Day codified product.

At the end of the promotion, we'll raffle off these exciting prizes:



Want to go here?

## grand prize

5-Day Vacation for Two to Hawaii

## second prize

Team Floral Consultation

## third prize

3 Months Free Teleflora Membership

For full details, visit <https://themarket.myteleflora.com/company/vday2013.aspx>.



merchandising {tips}

## spring is in the air!



### *teleflora's simply sublime vase*

With a fresh blend of bright yellow and green, Teleflora's Simply Sublime vase exudes spring style! Celebrate the colors of the season with the Simply Sublime vase by featuring several in your window and hanging brightly colored tissue-paper pompoms at different levels around them. Fill the vases with monobotanical and mixed bouquets to show your customers that this vase is a colorful way to present a beautiful bouquet—any time of year.

### *teleflora's paint it pastel vase*

The painterly striped decoration in gorgeous greens and pinks of the Paint It Pastel vase makes it the perfect choice for spring and throughout the year. The easy-to-design-in shape of this contemporary glass vase is perfect for high-style bouquets as well as drop-ins. For a festive look your customers will love, display the vases in your showroom on a table and surround with green Easter-basket grass and Easter eggs of every color.



### *teleflora's cuddle bunny vase*

Cute as can be, Teleflora's Cuddle Bunny vase looks hand-crocheted. The charming and whimsical design of this ceramic bunny makes it the ideal gift year-round—wonderful for New Baby, Just Because and even Get Well. Fill the vases with flowers as well as Easter candy and gifts, ready for your customers on-the-go—they will be too cute to resist!

### *teleflora's lovely ladybug vase*

With its playful ladybug design and classic shape, Teleflora's Lovely Ladybug vase is sure to be a customer favorite. Hang the in-store poster included in your FSG update kit and your customers will agree—this vase is the perfect way to say, "Thank you for all that you do!"



## make the most of Dove POS

It's a new year—and the perfect time to brush up on your knowledge of Teleflora's Dove POS! With so many features and functions, there is always more to learn. Maybe you have new staff members or temporary staff whom you would like to train quickly on how to use the system. With those needs in mind, Teleflora has launched a brand new series of online training tutorials that show you the ins and outs of Dove POS.

These videos are your guide to understanding everything there is to know about Dove POS. Florists who make the most of the many tools within the system show the greatest return on their investment. There is no better time than now to check out part one in this series! Visit our channel at [www.youtube.com/user/TelefloraTechnology](http://www.youtube.com/user/TelefloraTechnology).

## eFlorist offers quick comparison shopping

Many customers like to weigh all their options before making a purchase, and online shoppers are no exception. Soon eFlorist customers will be able to compare items on your site without leaving your category page.

When visitors hover over a given item, they'll see a button offering them a "quick view" of the item. Clicking on that button brings up a miniature version of the product detail page, complete with a description of the product, price options and a bigger image. This way, they can get more information on the item while still seeing the rest of your products.

For customers who are browsing and comparing different products, the larger image will give them the information they want without ever leaving the category page. To activate or deactivate the new "quick view" option, log in to the eFlorist Self Administration Tool at [esat.myteleflora.com](http://esat.myteleflora.com).

## marketer of the month



### bling goes ka-ching

Putting prom bling on display, with photos to show how it looks with flowers added, was a key factor in a successful prom season last year for Chris Drummond AAF at Plaza Flowers in Philadelphia and Norristown, PA. The photos were pulled from Flowers& magazine—and posted with proper credits, of course. "Once you set up a display like this, the products practically sell themselves," says Chris—who used the same concept, with appropriate alterations, for fall homecoming and winter dances. For some florists, the only problem with a display like this one could be that when you get lots of prom orders, you need a system for organizing the wide assortment of bling to make sure you have what the customer ordered when prom day arrives. Chris has a solution for that, too: "We solve it by putting a shelving unit in the design room that holds 12-ounce plastic cups. We display everything in the store. When the salesperson sells any bling from the



store, they place it in the cup with the bow (we pre-make all the bows) and write the order number in felt-tip marker on the cup. The cups are stored in numerical sequence on the shelving unit, so the designer can easily find it when it's time to design."

store, they place it in the cup with the bow (we pre-make all the bows) and write the order number in felt-tip marker on the cup. The cups are stored in numerical sequence on the shelving unit, so the designer can easily find it when it's time to design."



\* 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!