

myteleflora

{news}

back by popular demand!
fall favorites for perfect displays
{pg. 6}

inside

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



teleflora's Dove POS taken to the next level

As the floral industry's technology leader, Teleflora prides itself on offering its member florists cutting-edge products that help minimize time-consuming book-keeping administrative tasks and maximize what you enjoy doing the most: designing flowers.

Our Dove POS™ system was originally designed to automate all your transactions, help you increase productivity and raise the bar on customer satisfaction. Now, we are offering the next generation of Dove POS™ systems that can be tailored to the individual needs of your shop—and your level of comfort with technology.

What's best for you—Standard, Pro or Enterprise?

For florists new to the industry or those with minimal computer experience, the Dove POS™ Standard system is a great entry-level floral accounting system. The system features easy-to-use ticket entry, marketing tools, automatic billing and sales analysis. Shops that don't need a full point-of-sale system will welcome this option.

For shops with minimal space, the Dove POS™ Pro is a good choice. Designed for shops ready for an entry-level point-of-sale system, the Pro System offers simple order entry, automatic billing and sales analysis. Also included is a suite of marketing tools to target returning customers (or reach out to new ones) through emails and reminder messages about major floral holidays. Additionally, this feature allows you to use source codes so you can track your promotions and learn which ones are the most effective.

Finally, some of our shops might want multi-work stations, so we continue to offer our traditional Dove POS™ system, also referred to as our Enterprise system. A great tool for those ready for a robust and customizable point-of-sale system, the Enterprise System features an advanced marketing module to give your shop flexibility when customizing marketing emails with tailored images and messaging.

As always, Teleflora Technologies® is here to help you streamline your business operation for greater efficiency and profitability. We can work with you to determine which system is the best fit for your needs. And as time goes on and you become more familiar and comfortable with your system, you can easily upgrade to the next level.

If you have any questions or ever need additional information about your system, please visit DovePOS.com or call 800.615.8229.

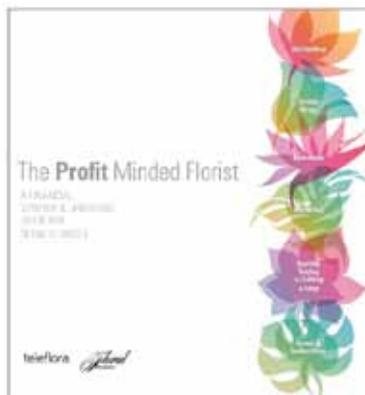
Sincerely,

shawn weidmann (president of teleflora)

coming soon!

A revised version of *The Profit Minded Florist – A Financial Startup and Operating Guide for Retail Florists* is in production now and slated for release this summer.

This will be the third revision and printing of the manual originally published in 1984 and written by *Floral Finance's* Paul Goodman in cooperation with the Teleflora Education Center. It remains the industry's only book on financial operational information. The book contains six main sections: Accounting; Design Room; Operations; Marketing; Starting, Buying and Selling a Shop; and



Forms & Instructions. The book is in a notebook format with tabbed sections. Each section begins with industry benchmarks followed by detailed explanations and how-to steps. New to this version are sections on marketing and technology.

Keep an eye on myteleflora.com for release details!

unit president profile: sue kendall



Why get involved in the Units Program? "New ideas," says Oklahoma Unit President Sue Kendall, of **Kendall's Flowers** in Chickasha, OK. "You've got to have new ideas if you want to survive in this business." Sue believes

her participation in the program has given her "a well-rounded education in the floral industry." Now a second-year president, she received the Units Program's National Achievement Award for 2010. Sue gives credit to her Unit board and thinks of the florists serving on the current board as her legacy—future officers and presidents who will take the Oklahoma Unit to new heights!

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



sympathy expressions are changing



And florists have to change with the times! Florists from 14 different states participated in the Teleflora Education Center's "Sympathy Expressions" class, taught by renowned floral designer Wilton Hardy AIFD, AAF, PFCI. Wilton's experience of more than 50 years as a designer proved to be an invaluable asset to the students, many of whom were new to the floral industry. He shared the history of funeral flowers from the ancient Egyptians through modern times. This hands-on design class gave experience creating casket sprays, baskets, easel sprays, set pieces and plant ideas that are efficient to produce and also show value to today's customer. Coaching sessions gave students ideas on how to improve their designs and take them to the next level. Included in the class was a session on how to sell sympathy flowers during a family consultation and make suggestions to personalize the flowers to reflect the character of the person being remembered.



Class instructor Wilton Hardy AIFD, AAF, PFCI showed coordinated casket sprays and set pieces with an updated twist of color. Among the students who had the opportunity to create their own sympathy designs were Darcy Stottlemeyer of **All A Bloom Florist** in Plant City, FL; Nicole Phillips of **L&D Florist** in Cornelia, GA; and Sara Lain Tribble of **Bellabee's Flower Shop** in Tompkinsville, KY.

a word from tom

summer is a great time to build your business—and we can help.



If you're like many florists, the shop may not be as busy right now as it usually is during the fall and winter. That makes this the perfect time to lay some marketing plans—both to drum up summer business and to lay the groundwork for upcoming holidays.

How to get started? Use the leads and tools you get from Teleflora. If, again, you're like other florists in the Teleflora network, you had a booming Mother's Day. I hope you captured some information from that holiday on the recipients of orders that came through the Teleflora network or from your eFlorist website. They are among the best leads you can have.

A great way to reach out to those prospective customers is with marketing tools like the Flower Gifting Guide or the All Occasion Floral Guide, created for you by Teleflora. Want to attract more wedding business? Consider Teleflora's wedding program in partnership with The Knot. Maybe it's time for a custom van wrap that will spread awareness of your business all around town. We can help you with that, too. (For more information on any of these, see page 88 of the Resource Guide that accompanies your Teleflora Member Directory.)

Or maybe you just want to leverage some of the low-cost marketing ideas you'll find in your Teleflora publications—the ones you read, but can't always put into action on the spot during the rest of the year. Whatever you do, I hope you'll take a part of your summer to toot your own horn. We'll be tooting right along with you.

Tom Butler

tom butler (chairman of teleflora)

member stories from all around!



after the twisters

Florists in Joplin, MO put a brave face on a devastating experience after they were hit hard by May's tornadoes. Those who had shops and homes still standing were often struggling without power and with precious little food or water. **Countryside** (top right), **Forget Me Not** (lower left), **Higdon Florist**, **Intercity** and **The Wild Flower** (lower right) were among those that Teleflora's Suzi Lawrence managed to visit to offer help shortly after the disaster. At Higdon Florist, she found a sign in the window, "Bent but not broken." The shop also received a visit from NBC's Brian Williams and was featured on the news. Shortly afterward, someone called and donated \$500 to help with funeral flowers for those who could not otherwise afford them. Sometimes catastrophe does bring out the best in people.



florists fighting hunger

For the Big Apple Unit of Teleflora, it's become a tradition: the Unit collects nonperishable food at each and every meeting to help those in need. So maybe it was natural for members of the Unit to volunteer their time in May, when the U.S. Postal Service held its annual food drive. A group of dedicated florists met at a warehouse in Hauppauge, Long Island, to help sort donated food and reload it onto waiting trucks. Altogether, "over 1 million pounds of food were sorted, re-packed, and delivered to 530 food pantries and shelters throughout Long Island," reports Big Apple Unit Vice President Ken Beebe. Now that's something to be proud of!



wedding wizardry

Tom Bowling AIFD was the Teleflora Education Specialist who gave a special wedding program organized by the DC-MD-VA Unit this spring, complete with elegant handle treatments, corsage-glue techniques, and composite-design concepts. Thanks for the photos to program hostess Jeanne Ha AIFD of **Park Florist** in Takoma Park, MD, seen here with Tom and Terry Godfrey AIFD.



photo op

A big "merci!" to Gabriela Castro, head designer at **Vincent Fleuriste** in Ste-Julie, QC, who did a stellar job with two presentations on behalf of Teleflora Canada at the Montreal show in April. As a thank-you, Suzanne McMillan, Teleflora TSM for Eastern Canada, framed four of the photos she took of Gabriela at the show; Gabriela and Suzanne are seen in the photo with Teleflora Canada's Cam Wilson.



community spirit

People like Jim and Marianne Turley of **Turley's Florist** in Nanaimo, BC don't do what they do for their community just so they can get an award—but it makes you feel good when they are recognized. In May, the Turleys were acknowledged by the Greater Nanaimo Chamber of Commerce with a Sterling Award—a token of appreciation for their civic involvement.



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



a royal celebration

Others tried to cash in on the royal wedding last April—at **My Favorite Things** in Williamsburg, VA, Jennifer Litterst AIFD just decided to celebrate it with likeminded Anglophiles. “I have a British friend here in town who owns a rental company, so we partnered together,” she says. Starting at five in the morning, when the broadcast began, “we had tea and scones, did lots of flowers, had everybody show up with hats, and watched the wedding on a big 10-foot screen.” They promoted the party solely with emails and on Facebook; about 100 people showed up. Admission was free and nothing was sold, but Jennifer got some press from the local paper and TV station. “It was just a nice way to interact with the community,” says Jennifer. Of course, having made a bouquet for the Queen on her visit to Jamestown a couple of years ago, she may have felt a special connection.



flower kiosk turns 25

And what a way to celebrate! For the occasion, Marcia Hansen created gowns made of fresh leaves and flowers. The models were on the street, passing out flowers with the shop information. One lucky customer also received a year’s worth of flowers in honor of the anniversary! **Flower Kiosk** has been operating out of a location in historic downtown Portsmouth, NH since 1986.



top members from all over

In Lake Charles, Louisiana, Teleflora’s Cathy Thrash dropped in with thanks and congratulations for florists at two shops: Jeff Manuel of **A Daisy A Day Flowers & Gifts**—a 25-year-old shop that has tripled in space over the last few years—and Ray and Wendi Bustillo of **Wendi’s Flower Cart**.



At **Durocher Florist** in West Springfield, MA, owner Peter Soule and former owner Ellen Riley added to the shop’s wall of fame with yet another top-member plaque, delivered by Teleflora’s Amas Tenumah



and Mark Schaefer. Other top members in Massachusetts, seen here with Teleflora’s Bob Hurley, include Francis and Tess locavelli at **Francis Flowers** in Milford; Don Lopez at **Lopez the Florists** in Dorchester; Scott Martin at **Martin’s Florist** in Methuen (a proud new user of the Teleflora Enterprise POS system);



Joe Bornstein at **Olympia Flowers** in Boston; Mary Howard at **Sunnyside Gardens** in Hopkinton; Andy Talvy at **Talvy’s Florist** in Ashland; and Gizelle at **Wildside Florist** in Milford.

* 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.

eSAT gains “mobility”

Mobile versions of your eFlorist sites have been up and active for over two months now, with great success! As promised, you can now control some of the features of your free mobile site using eSAT. Simply log into eSAT at esat.myteleflora.com; then click on Manage Mobile Site from the lefthand navigation. More tools are coming to eSAT in the months to come, so stay tuned for more updates.

Here’s what you can do right now using eSAT:

- **Turn your mobile redirect on and off**

By default, mobile users who visit your URL are automatically redirected to a site optimized for their smartphone. If you prefer the look of the full-size site, you can turn the redirect off and mobile users will instead see your full-size site on their mobile phone.

- **Manage which categories to show on mobile**

You can let us choose which categories to display on your mobile site, or you can choose your own.



If you haven’t experimented with eSAT, now’s the time to try! eSAT is available 24/7, so you can update your eFlorist sites whenever the mood strikes. You can change either site, or both, as many times as you’d like. As always, you may also contact Web Services to make changes to either site at 866.983.3932 or webmaster@teleflora.com.



back by popular demand - and perfect for displays!

Fall is a great season for fun, attention-getting displays—and Teleflora’s Ceramic Pumpkins and Orange Glass Votives are the perfect products to highlight. September is a good time to start “pumpkin” themed displays, as consumers are eager for the change in season, ready to decorate and get in the spirit. Start with pumpkin patches and garden themes early in the season; transition to Halloween-specific themes later in October. Fall is a long season with lots of opportunities for sales: pumpkins transition beautifully into Thanksgiving table displays.

Here are a few merchandising ideas:

- **Table display:** Create a party table display using Teleflora pumpkins and Glass Votives as centerpieces. Fill them with candy corn, wrapped chocolates and black licorice. Add a candle to the glass votive to create a real Glass-O’-Lantern. (Battery-powered candles work just fine.) Mix in real mini pumpkins to add to the festivity.
- **Window display:** Group pumpkins together to create a pumpkin patch. Create multiple levels by placing pumpkins on hay barrels and stacking pumpkins. Display with plants like 4” chrysanthemums or kalanchoes.
- **In-store contest:** Fill a Glass Votive with candy corn and have a contest asking customers to guess “how many” by writing their name and email address on a provided card. Offer a lovely arrangement in the votive as a prize. This is a great way to gather email addresses!

if you have great merchandising tips & tricks to share, email them to newsletter@teleflora.com. Attach a photo if you have one!



starship giddyup

Every year since 1990, actor and equestrian enthusiast William Shatner (of "Star Trek" fame) has hosted the Hollywood Charity Horse Show, an event that benefits children's therapeutic riding programs and other philanthropic endeavors. Grammy winner Sheryl Crow performed an after-dinner concert at this year's show, joining the ranks of such past performers as Lyle Lovett, Sarah McLachlan, Willie Nelson, Brad Paisley and Randy Travis. Held at the Los Angeles Equestrian Center in Burbank, California, the evening included a reining competition, a silent auction and a VIP Western Dinner. As the exclusive floral provider, Teleflora worked with the team at **Planet Florist**, Los Angeles, CA, who provided bright yellow and deep red centerpieces for all the tables and the check-in area and a one-of-a-kind bouquet for Sheryl Crow.



eye to eye

"The Golden Age of Hollywood" was the theme for a charity event sponsored by The Luminaires, Juniors, a group formed to support the Doheny Eye Institute, an internationally recognized, non-profit organization dedicated to the conservation, improvement and restoration of human eyesight. Guests wearing beautiful gowns and dazzling jewels mingled with golden-age icons like "Marilyn Monroe," surrounded by beautiful floral bouquets courtesy of Teleflora and **Edelweiss Flower Boutique**.



to see more photos from Teleflora's PR events, check out the FLORIST BLOG on myteleflora.com



Dove POS™ Standard is a hit with smaller shops

Teleflora's newest floral software system has been winning over florists with its effectiveness and easy-to-use interface. Dove POS Standard, which was introduced earlier this year to the Dove POS lineup, was designed for smaller shops to give them the ability to eliminate extra paperwork while expanding their reach with customer relationships.

In as little as two months, Dove POS Standard florists have realized how it changes their business for the better.

Candace Unruh, owner of **From the Heart Floral and Gifts** in Stacyville, IA, says that "Standard is easy-to-follow and user-friendly."

John Gorman from **Dolores the Florist, Inc.** in Chicago, IL, complimented Teleflora on how fast it performs. Gorman commented that he "continues to be impressed by its productivity."

Matt White, from **Lake Land Florals & Gifts** in Mattoon, IL, says "Dove POS is an all-in-one system that performs every possible consumer and customer need."

Even if you've found technology scary or difficult to use in the past, most Dove POS Standard users find the program easy to learn and it quickly becomes integral to their day-to-day operations. It is proven to make ticket entry, wire out, billing, and marketing an easy, dependable process. For more information on Dove POS Standard, visit DovePOS.com or call 800.720.9407.

marketer of the month



we "like" that



These days, Facebook and email are everyone's favorite way to reach out to customers old and new. But how do you collect those email addresses? And how do you raise your profile on Facebook? At **Villere's Florist** in Metairie, LA, Roger Villere, Jr., AAF, figured out a simple way to do both at once: "We ran a contest for the month of April,"



he reports. "We created an app such that when people 'liked' our Facebook page, a question would pop up, 'Do you want to enter our contest to win a \$100 gift certificate?' To enter, they had to give their name and email address."



To create awareness of the promotion, Roger took out ads on Facebook. He and his staff also asked friends and employees to share the news on their personal Facebook pages. The result? "We got hundreds of people to 'like' our Facebook

page, and dozens of people to enter the contest. We went from 400 'likes' to over 700. We also tripled our Facebook page comments and active users."

The positive publicity continued even after the contest was over, since the contest winner was a long-time customer who then broadcast the good news to all her Facebook friends. "We are very happy with the contest," says Roger, "and we plan to do it again in the future."

* 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!