

JUNE 2011

# myteleflora

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eflorist sympathy category  
gets a new look  
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## mother's day triumph

After the record-breaking success of Valentine's Day, we were very optimistic going into Mother's Day this year. Needless to say, we were thrilled with the results: Thanks to your hard work and dedication, we're pleased to report that Mother's Day 2011 was Teleflora's most successful ever.

With a 42% increase in the total of online orders per shop compared to last year, this was our busiest Mother's Day yet. By Friday, May 6, teleflora.com had already exceeded the entire order volume of last year's Mother's Day.

Growth in partner marketing and eFlorist were also way up over last year. With the launch of the mobile sites for eFlorists, we made it faster and easier for consumers to get their orders to you. And through our on-going partnership with Faith Hill and her starring role in our Mother's Day spot, we reinforced to consumers that when stumped about what to say or send, Teleflora's expert florists can help them get the message right. The public listened, with more customers than ever turning to their local florists for all their Mother's Day floral buying needs.

Unfortunately, this steep increase in sales created many challenges. Obviously you were all very busy in the days leading up to Mother's Day since it became very difficult for member florists to place florist-to-florist orders and for us to get HQ orders out. This is a great problem to have since it means that consumer demand is strong for hand arranged, hand delivered bouquets—but it is still a problem we are going to need your input to solve. We plan to work with all our members on innovative ways to improve efficiency and guarantee that orders will get out during these busy times.

And as summer and wedding season ramps up, check out our recently announced bridal program with The Knot, the number one wedding brand on the market. Brides count on The Knot for all their wedding needs, and our new partnership with them is a great way to generate additional exposure for your shop and services in the community. The program offers members a teleflora.com listing on teleflora.com/weddings, a link to your eFlorist site, The Knot icon on your eFlorist site, a wedding marketing kit and support in The Knot.

Everything we do at headquarters to help you prepare for these holidays wouldn't matter if it weren't for the hard work, patience and artistic ability of the floral shops throughout our network. These record-breaking results are due to your willingness to go that final mile in pleasing the customer. Because customer satisfaction is our number one priority, we continue to look for ways to help you get orders out, and look to you for new ideas and suggestions to do so. Please don't hesitate to give us feedback that can help improve the Teleflora experience for both you and your customers.

Again, I congratulate you on all the success of the first half of the year and am certain that the rest of 2011 will be a prosperous one for the floral industry.

Sincerely,

shawn weidmann {president of teleflora}

## a "view" on profit and design

Kirby Signature Wholesale in Burnaby, BC, Canada was the site of a dynamic spring seminar featuring business ideas from Teleflora's Marie Ackerman AIFD, AAF, PFCI, and designs from Smithers-Oasis director Kevin Ylvisaker AIFD, PFCI. The show was creatively formatted, with short but

powerful sessions. It included a segment similar to "The View"—an interactive talk show—in which audience members posed questions to the panel of presenters, who really had to think on their feet!

Kevin also presented design segments on courting the younger generation and clever techniques for wedding flowers. The standing-room-only crowd loved the energizing format and absorbed dozens of ideas to grow their businesses. Seen in the photo is the "View" talk-show panel, comprising Susan Clarke of Smithers-Oasis Canada, Kevin and Marie.



## units do it all for you

Looking for education to boost your bottom line this summer? Chances are there's a program somewhere near you that's affordable and inspirational, sponsored by your local Teleflora Unit and its hardworking board members—like those pictured here from the Oregon - Southwest Washington Unit, with Teleflora Territory



Sales Manager Laura Ruelas and Education Specialist Hitomi Gilliam AIFD, from a tropical design program held

in Salem, OR in March. To search for Unit programs, go to [www.MyTeleflora.com](http://www.MyTeleflora.com) and click on Design Education, then check the Floral Event Calendar in the Unit Program section. Pictured from left to right are Twila Weder of **Expressions in Bloom** in Corvallis, OR, Maria Palacio of **Olson Florist** in Salem, Hitomi, Unit President Denice Grover of **Bill's Flower Tree** in Albany, OR, Geri Dewey of **Flowers 4 U** in St. Helens, OR, and Darla Seale of **Country Flowers** in Condon, OR.

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view the complete calendar of Unit Programs and industry events online at [myteleflora.com](http://myteleflora.com)



# weddings and the city



Taking its theme from the movie *Sex and the City*, with its over-the-top wedding scenes, the Southwest Chapter of AIFD (the American Institute of Floral Designers) rolled out a spectacular floral extravaganza in March at the National Orange Show Events Center in San Bernardino, CA. Directed by Derrick Vasquez AIFD, the program featured an all-star cast of designers including Lori Novak AIFD of **Archibald Flowers** in Rancho Cucamonga, CA, Lorraine Cooper AIFD of **Brady's Floral Gallery** in Scottsdale, AZ, Teleflora Education Specialist Susan Ayala AIFD, and (pictured at right) Carol Caggiano AIFD. Thanks to Mike Payne Photography for the great photos!



## a word from tom

### need some inspiration to boost your business? it's out there!



*The Texas State Florists Association is one of many that are working hard to help its members get ahead. It's certainly one of the most active associations in the industry. I was privileged to attend TSEFA Legislative Action Day back in March. With me here from left to right are TSEFA members Cindy Davidson, Bruce Easley, Debbie Woltman, and Patrick Berry.*

How to make the most of social media. Wedding design for profit. Color trends. Care and handling concepts. Daily business procedures. Better customer relations.

These are just a few of the topics that will be covered this summer and fall, in educational programs hosted by and for florists. This industry has a grand tradition of education-by-association. For decades, florists have been getting together to share trade secrets and pull the industry up by its bootstraps. Today, that tradition is more vital than ever for florists who want to stay ahead in our fast-changing business.

Besides fulfilling an educational purpose, conventions and other floral-industry events are all about networking—which is another word for building relationships with industry partners, be they suppliers or fellow florists (who might well be your wire-service “customers”). In the end, learning, networking, and building your business all go together.

At Teleflora, we believe these educational events are good for the industry, which is why we strongly support them with both financial and in-kind contributions.

If you haven't been to a convention for a long time, or maybe ever, now is a great time to go. Check the Floral Event Calendar on [MyTeleflora.com](http://MyTeleflora.com) or the Industry Events calendar in *Flowers&* magazine. Better yet, find your own associations in the *Flowers& Buyers' Guide* (the June issue) and contact the associations directly for the latest updates. It's time to learn, make new friends, and enjoy the benefits of professional fellowship.

*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\*



## making miracles happen

Imagine that you've just turned six years old and for your birthday you get to ride in a parade, with balloons and clowns. All along the parade route people have decorated their houses in bright colors and come out to wave at you, wearing brightly colored t-shirts! That's what happened for Addison Berner, a very special little girl from Anna, OH who was born with a rare and terminal condition called Pompe disease. Among the lead organizers of "Team Addison" (pictured) was florist Jenny Guisinger, of **Jenny's Designs Flowers & Gifts** in Botkins, OH. "The planning took the better part of three weeks, but it was a joy and a privilege to do it," Jenny reports. Besides the fun and inspiration of the parade itself, which affected hundreds of people in two communities, the event raised funds for an endowment in Addison's name through the sale of the t-shirts that say "Making Miracles Happen." Thanks to Carrie Topp of Topp Notch Photography for the photos!

## night at the museum

Assignment: create a sympathy design in permanent botanicals, suitable for permanent display at the National Museum of Funeral History in Houston, TX! That was the request made by the Allied Florists of Houston to its members, who responded with creativity and professionalism. Some of the pieces requested were distinctly historical in nature—among them a Victorian mantel design in whites and ivories and a casket spray for a Roaring Twenties hearse. With the silk tributes in place, the allied held an educational sympathy design program (featuring fresh-flower designs, sponsored by Teleflora) at the museum. It was a beautiful example of a fruitful, alliance-building collaboration between florists and the funeral industry. Thanks to Clay Atchison of **McAdams Floral** in Houston—who also contributed a silk casket spray—for



sending photos!



## graham's florist hits the half century

This year marked the 50th in business for **Graham's Florist** in Waterbury, CT. The shop was opened in 1961 by Malcolm R. Graham after he returned from serving in the U.S. Navy during the Korean conflict. Graham's daughter and the current owner, Moria Mehmet, attributes his early success to two things: a first location close to many funeral homes, and an annual geranium sale that became famous in the area. "It put Graham's Florist on the map," says Moria. "People flocked from all over to buy the geranium plugs at the rock bottom price of 19 cents." Today Moria is proud to carry on the legacy of her father in providing the public with comfort, expressions of love and joyous celebrations.

## budding philanthropist

When nine-year-old Lawson Tilghman accompanied his mom—Jennifer Tilghman of **Twigs-n-Things** in Oakland, TN—to the hospital to make deliveries, he noticed an elderly woman who did not have any flowers in her room. Concerned, he had a chat with his mom that led to a whole new charitable project. Lawson is challenging people in the county to bring in unwanted containers, for which they will receive a small credit at the shop. Lawson uses the donated containers to create arrangements that are delivered free. The recipients are people nominated by customers: "It could be a sick child, a struggling single mom, anyone who could use a little pick-me-up," says Jennifer. The plan is to start with at least one arrangement a week and let it grow from there. Lawson has already been interviewed by local media, and the project is being promoted on



Facebook as well, so there's little doubt it will snowball!



## illinois

Congratulations are due to the many top Teleflora members in Illinois: Larry and Cathy Bollman at **Addison Floral** in Addison; Liz Newell at **Carriage Flowers** in Oak Park; Christine Plier at **Flowers by Christine** in Bartlett; Bob Kendall at **Flowers of Lisle** in Lisle; Therese and Shana Packman and James Latterell at **Garland Flowers** in Oak Park; Oscar Hansen at **Glidden Campus Florist** in De Kalb; Dan Callahan at **Gregg Florist** in Peoria; Herb and Kiko Zimmerman with their sons Mark and Andy at **Kiko's Flowers** in Park Ridge.



## connecticut

Top Connecticut shops include **Haworth's Flowers and Gifts** in beautiful Farmington, where David Haworth posed with his new-

member plaque; **Hubbard's Florist** in Bristol, thanks to Pat Allaire; **Johnson's Flowers and Gifts** in Norwich, where owner Claire Wallen (seen here with her ace salesperson Dorothy Souza) is celebrating her 26th year in business; and **Rose Flowers and Gifts** in Meriden, where the staff is decked out in new Teleflora aprons.



## arkansas

In Arkansas, Teleflora's Marty Pulliam recently visited top members, including Betty Anderson of **Frances Flower Shop** in Little Rock, who posed with Marty and employees; Wendell McCorkle and Bitsy McCorkle Carter of **Hope Floral** in Hope; Euletta Sohl at **Letta's Flowers** in Bryant; David Goodman of **Mary & Martha's Flowers** in Arkadelphia; June Owen of **North Hills Florist** in Sherwood; and **The Flower Cart** in Benton.



## indiana

At **The Flower Cart** in Pendleton, IN, owner Diane Ashley received a friendly visit and a top 200 plaque from Teleflora's Don Ball.



## canada

In Edmonton, Alberta, shop manager Mary Jane Doig (seen here with Teleflora's Cam Wilson) keeps **Flowers by Merle** ahead of the curve. Specializing in tropicals, Flowers by Merle delivers to Edmonton, St. Albert, and Sherwood Park.



\* 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).

## new look for sympathy category

When customers shop for sympathy arrangements, they rely on professional florists for expert advice. Should flowers be sent to the service or to the home? What kind of arrangement is appropriate to send for each? Your eFlorist sympathy pages are being redesigned to guide customers through the many available options and address their needs in this delicate situation.

Starting later this summer, when someone clicks on the Sympathy category from your homepage, they will be directed to a brand-new Sympathy page. From there, they'll be able to easily choose between two main occasions: sympathy

arrangements for the service or arrangements for the home. This helps filter out items right away and leads the visitor to the most appropriate gift quickly. The new Sympathy page, shown here, also features images of flower arrangements the way they might appear in a home or at a memorial service. The idea behind the new design is to emulate the kind of help you might give over the phone or in person. While a website will never replace the kind of customer service a real person can provide, this new design will make things much easier for folks going through a difficult time.

Rest assured that there will be no changes to your product line-up within the Sympathy category. The new look of the page is only meant to help customers get to your products quickly.



## summer fun

Check out Teleflora's new plastic containers this summer. With fun new popular colors, these affordable pieces are perfect for party and event work - giving you more money for the flowers! They can be ordered in single colors, mixed case packs or 12 packs for your convenience. To view the entire collection of everyday containers, check out your Summer 2011 Resource Guide.

### teleflora's plastic jardiniere collection

Features a custom-designed, stylishly sculpted shape with an elegant, metalized finish. Available in gold, rose gold and silver.



### teleflora's frosted plastic hurricane

Beautiful new frosted plastic containers in pink and yellow - a classic hurricane shape great for creating high-value bouquets.



### teleflora's plastic ginger jar

Very easy to design in and works great with a variety of flowers - available in beautiful jewel tone translucent fuchsia and purple!





## fighting hunger

At its ninth annual Can-Do Awards Dinner, Food Bank for New York City raised \$1.4 million for hunger relief. Co-chairing the dinner was celebrity chef and author Mario Batali. More than 700 people were in attendance, including Jon Stewart, Al Roker, Jon Bon Jovi, Michael Stipe, Rachael Ray, Hoda Kotb, Isaac Mizrahi, and other luminaries. Grammy-Award winning singer-songwriter Sarah McLachlan provided an intimate musical performance. Jon Stewart took the stage for 10 minutes and spoke about hunger as only he could.

"Applaud yourselves for being here and raising money," Stewart said to the packed ballroom. "I just want to say to Mario, this is the nicest seder I've ever been to."

Teleflora was the official floral sponsor for the event, and Teleflora member florist **Macres 30th St. Florist** created one-of-a-kind floral arrangements for every table. Attending for Teleflora, F. J. Trzuskowski from Stems and Bunches overheard two guests at his table commenting on how beautiful the centerpieces were—even before he had a chance to tell them how proud he is to work for Teleflora.



## bags and bubbles

Floral bouquets courtesy of Teleflora and member florist **Starbright Floral Design** decorated every room of Astor House, headquarters for the New York Junior League, on April 27, when the league's fundraising committee hosted its third annual Bags and Bubbles event. More than 450 members ranging in age from 21 to 63 attended and bid on exquisite handbags by top brand-name designers in an effort to raise money for the Women's Cancer Prevention Program. The NYJL project focuses not only on education and prevention but also on advocacy and giving aid to previously diagnosed women.



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check out the FLORIST BLOG on [myteleflora.com](http://myteleflora.com) to read and see more great photos of teleflora out and about at various events

## news about delivery confirmation

Today's consumers have become accustomed to receiving delivery confirmations on anything they buy that must be delivered—and floral arrangements are no exception. Delivery confirmations via email increase your customers' satisfaction as well as significantly reducing phone inquiries from shops and consumers.

Teleflora has required delivery confirmations on all orders—both orders from Teleflora and florist-to-florist orders—since April 2010. Now, beginning on June 6, 2011, for every order that is not confirmed by 7 pm local time on the order's requested delivery day, a \$1 fee will be charged per order. It's easy to avoid this charge simply by providing a same-day delivery confirmation. Since we hold customer service as a top priority, we have provided shops with multiple ways to submit your delivery confirmations via your Dove system, POS, MyTeleflora.com or by calling customer service.

### MyTeleflora.com

From any computer, you can access MyTeleflora.com's delivery confirmation page and quickly enter confirmations. Visit MyTeleflora.com's online delivery confirmation form at <http://www.myteleflora.com/report-delivery-confirmation.aspx>.

### Dial 866.446.7321

Simply call 866.446.7321 with the order's Dove number or headquarters number and we'll do the rest for you. This toll-free number is a great resource to give your driver, who can call once all deliveries have been made.

### Through your Dove or POS system

Whether you are using Dove or a POS system, we have instructions on MyTeleflora.com to step you through the process.

And if your shop has a same-day confirmation rate of 100%, your shop will qualify for our bonus incentive! Members that have a monthly same-day delivery confirmation rate of 100% will receive a \$1 (one dollar) rebate on any florist-to-florist orders they send that are not confirmed by the receiving shop. This rebate will be credited on your next statement following the non-confirmed order's delivery date. So while Teleflora will take away \$1 per order without a delivery confirmation, there is also incentive to always send.

## marketer of the month



### employee profiles win friends for Park Florist

"We want customers to see us as their trustworthy friends for important flowers and occasions," says Jeanne Ha AIFD, CFD of **Park Florist** in Takoma Park, MD. "So, on the About Us page on our website, we posted all our employees' portraits—from owner to delivery guy—with a short paragraph of fun facts about them." The



strategy seems to be working well, Jeanne reports: "Customers enjoy the profiles and feel more comfortable when they call the shop. They know they are actually talking with a real person at the other end of the phone line. When we greet them with our names, they know who we are and seem more open to our suggestions."

The employee profiles are just one part of the overall friendly feel that the shop projects online. "We also have our blog and Facebook page, and use them to announce special sales at the shop or to brag about our award-winning designs," says Jeanne. "Blogging takes time but we can use the same contents for the email newsletters that we send out occasionally that keep the customers up to date about what's going on at the shop." Jeanne has one final tip for boosting the shop's online presence: "At the end of each day, we send customers a digital picture of what we've sent out on their behalf. That leads to lots of positive reviews on the review sites!" A picture, as they say, is worth a thousand words.

\* 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!