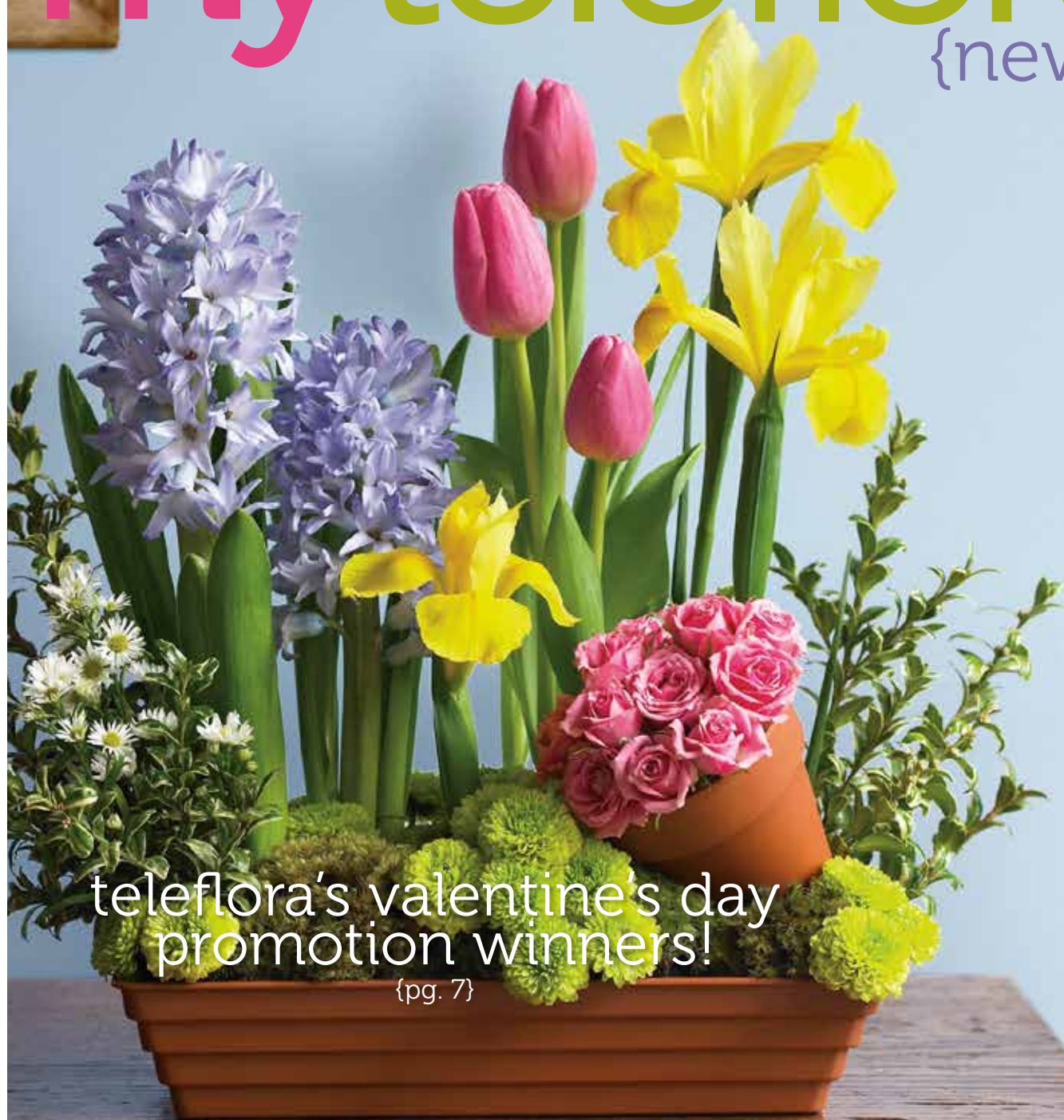


MARCH 2013

myteleflora

{news}



teleflora's valentine's day
promotion winners!

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prom and flowers

With a successful Valentine's Day behind us, many of you are in planning mode for Easter and Secretary's Week. Although these two holidays are not as strong as they once were, the upcoming prom season offers florists an opportunity to take advantage of this rapidly-growing industry.

For girls in particular, prom night has to be absolutely perfect and one of the most important prom traditions is the flowers. According to Visa Inc., prom spending has jumped by more than 33% from 2011 to 2012 and kids are shelling out as much as \$1,944 for prom, depending on the region. From conversations with member florists across the country, I understand that every region is different, so it's important for you to take the time to engage and entertain teens in a way that will appeal to them. Many shops have expressed success in hosting meet-and-greet events for teens and their parents in the shop. Others have found that advertising in local high school newspapers and offering special deals and promotions is a great way to generate awareness for one's shop. And don't forget that Teleflora also offers a variety of tools to help you reach these consumers.

Teens are particularly a web-savvy bunch and your eFlorist site has a number of tools you can use to reach this core audience, many of which you can control using eSAT. Offer your customers exclusive products by creating custom boutonnieres and corsages that draw attention to their high school colors. Take photos and use them as new website content, helping increase your search engine optimization (SEO). And with eSAT, you can create promotional codes for shoppers to redeem online or in-store. Some of these high school students might be first time buyers, but their experience working with you at prom can help form long-lasting relationships.

Chris Drummond, AAF, President, Plaza Flowers, Norristown, PA has taken advantage of his Teleflora POS system's features: "It's hard to get your foot in the door at schools today, so I work with teens as ambassadors to help spread the word. I started using Teleflora's RTI system to create promotional codes for my ambassadors to offer friends and fellow students. In return, I gave them incentives. For every 10 referrals the ambassador won free prom flowers. We received 60 orders that first year and it continues to work."

If you can make the trip, take advantage of the always popular prom class taught at our prestigious Education Center in Oklahoma City. The class is a great opportunity to learn the latest styles of corsages, wristlets, floral necklaces, hairpieces, belts, boutonnieres and jewelry. Additionally, you'll gain insights on how to market these designs to teens. The lessons you learn put you closer to becoming the florist everyone buys their prom flowers from. If you missed it this year, you should definitely try for 2014.

Building your prom business in between the busy holiday seasons is just one way to keep your shop and services top of mind throughout the year.

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

SYMPATHY TRIBUTES

with Susan Ayala AIFD PFCI
APRIL 14-17, 2013

WEDDING PROFESSIONAL

with John Hosek AIFD PFCI
JUNE 9-12, 2013

EUROPEAN TRENDS

with Els Hazenberg AIFD AAF
JULY 21-24, 2013

To register, call 800.456.7890 ext. 6234 or
direct at 405.440.6234.



Teleflora's
Glorious Day
T154-1A

unit president profile: sheri cyre



"They couldn't get rid of me," jokes Sheri Cyre—now serving her second term as president of Teleflora's Heart of America Unit, which covers Kansas, Nebraska and part of Missouri.

The difference is, during her first term (which started in 2008), she was a flower-shop employee; today she is the proud owner of her own shop, **Floral Expressions** in Concordia, KS. Could her success be owing to the fact that she has devoted herself to floral education? Besides her involvement in the Units Program, Sheri has studied at the Teleflora Education Center in Oklahoma City (on a scholarship she won from the Kansas State Florists Association when she was Designer of the Year). Certainly, Sheri is quick to cite examples of things she learned from Unit programs that have helped her in her business. "When I go to buy something now, I always try to think of five different ways I can use it," she says, "so in case it doesn't sell one way, I can sell it another. In merchandising, I know how to place the things I most want to sell in the area from shoulder to knee, because that's what sells the most. Dipping hydrangeas in alum—that's saved me so much money, because they stay crisp so much longer." It's not just the practical tips, though—it's the networking and the friendships that made her a fan of Teleflora's Units—and that keep her coming back for more.



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

prom couture

Every generation has its own sense of style—and today's teens are no different. So when it comes to prom flowers, what are they looking for? The latest floral stylings for prom are created with "deconstructed" flowers—petals, centers, leaves—attractively layered with sparkling accessories. And they're not limited to wristlets; prom girls are also requesting other floral accessories, like hair clips, shoe bobs, and arm bands.

That's what participants learned in the Teleflora Education Center's Prom Flower Fashions class, held last month with instructor Tom Bowling AIFD. Tom guided students (some came from as far away as

Ontario, Canada) through more than a dozen exercises in design styles and techniques. Students also learned how to market, sell and price their creations from Dan Fisher, owner of Fitz Designs, the industry's leading provider of floral jewelry and all things bling. For many, the biggest lesson was that these new styles can and should fetch a high price. After all, they are "couture" designs—created for each individual girl.



>> shop theMARKET by teleflora [later this month](#) and stock up on essential prom accessories from Fitz Designs!



need prom inspiration? check out the latest issue of **Flowers&**

How do you make prom flowers creative and special and still get all those orders out on time? The March issue of *Flowers&* magazine shows how—with setups made of wire and bling that can be fashioned in advance and have flowers added at the last minute. The same concept is demonstrated with Mother's Day designs that rely on do-ahead details for custom flair. Also in the March issue: a review of current prom fashion trends from TeenPROM magazine! Even if you're not a subscriber, you can find tips on prom marketing in the January issue of *Flowers&*—available as a free digital sample issue on the *Flowers&* web page on MyTeleflora.com.

Check it out! >> www.flowersandmagazine.com

a word from tom

prom is one kind of business that's here today and tomorrow.



While writing about the younger generation, I was inspired to include this photo of Maggie Barrett at Trochta's Flowers and Garden Center in Oklahoma City, OK, who celebrated a birthday in January. Congratulations to Maggie on being 80 years young!

For some florists, prom business doesn't seem like a high priority. Understandably, they may feel they don't want to risk neglecting the traditional spring holidays in order to scout orders from a new and unfamiliar source. The boom in prom business came about swiftly and has taken some florists by surprise. And in the end, they may think, "After all, it's just kids."

Most are coming to realize those kids have real spending power, even if the dollars come ultimately from Mom and Dad. True, the work we do for prom customers is relatively labor-intensive. It demands a high level of skill in both design and customer service. But isn't that precisely what gives professional retail florists an edge in this market?

Maybe the biggest reason to pursue prom customers is that these are the customers of the future. Even if they move away, they'll keep connections to their hometown. Many will stay, get married, have kids and anniversaries. Now is the time to begin cultivating a relationship with them—and teaching them about the value that flowers bring to special occasions.

Here at Teleflora, we have just two reasons for helping florists win more prom business. One is because we always want to help you succeed today. The other is because we believe in your future—and we hope you do too.

Tom Butler

tom butler {chairman of teleflora}

news from all around!

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



canadians get down to business

Nearly 100 retail florists, suppliers and wholesalers came together on January 14 for the third annual Canadian Florist Business Forum in Mississauga, ON. The event focused on the knowledge that florists need to build their bottom lines and stay competitive in today's tough economic climate. Attendees gleaned business-boosting insights from a strong speaker line-up that included Amas Tenumah, Teleflora's vice-president of operations, discussing customer service strategies for our wired world, among other inspiring floral-business experts. The all-day event also featured a marketplace area where florists browsed through the booths to shop and mingle with the exhibitors. Teleflora was among the sponsors of the event. Seen in the photo, from left to right, are Cathy Anstett, Cam Wilson, Donna Maloney, and Amas Tenumah.

caring and sharing

Here's a different idea for a feel-good, do-good fundraiser: This past Christmas season at **House of Floral Designs** in Stoney Creek, ON, Frances and Sabrina hosted two workshops with 18 attendees. Sharing her know-how, Frances helped the participants create beautiful Christmas centerpieces with products donated by local wholesalers and Teleflora. The result: a donation of approximately \$700 for the Bursary of Hope for Autism, an organization that helps to ease the burden faced by families with autistic children.



thumbs up for charity

After giving time and talent for more than a decade to the British Columbia Children's Hospital Foundation, Maureen Sullivan of **Thomas Hobbs Florist** in Vancouver, BC was honored recently for her years of service with nothing less than a Giving Hearts Award from the Vancouver chapter of the Association of Fundraising Professionals. Maureen has served on the organization's annual Crystal Ball committee as well as creating décor for the event, and was recognized for her commitment and leadership.



activists for education

The first meeting of the year for the Oklahoma Teleflora Unit board was an especially happy occasion, with president Becky Hearon (seated at center, in gray) of **Cagle's Flowers** in Muskogee bringing home the National Achievement Award from the Teleflora Unit Presidents' Meeting in January. But no time for celebrating—the group got right down to business, electing chairpersons and planning upcoming educational programs for all florists: two in Tulsa and Oklahoma City at Greenleaf in March and June, and another coming up in September.



getting the message out

Local florists can have a powerful impact on how the media covers Valentine's Day and other floral occasions. Case in point: With help from **Broyles Florist** in Johnson City, TN, the local paper, Johnson City Press, published a fantastic story just prior to Valentine's Day full of sound advice for husbands and boyfriends in particular, including a plug for flowers from a professional florist, delivered to the recipient's. Sara Broyles Engel of Broyles Florist went so far as to suggest possible alternatives to a dozen red. "She and all the florists in Johnson City will be delivering from daylight to dusk Thursday," the story advised. "Place your order now."

valentine's day madness

Taking a break and getting goofy on Valentine's Day, Sandra Bird and her staff at **Bird's Nest Florist & Gifts** in Charleston, SC decided it was time to look at the world through rose-colored glasses. Sometimes, to stay sane, you need to go a little crazy!



* 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.

new hampshire

Proudly holding plaques presented by a tall man in a blue shirt (Teleflora's Bob Hurley), top members in New Hampshire include Donna Ciccone and Heather Stiles of **Ann's Floral Gifts** in Hudson; Tom Hankins of **Backman Florist** in Derry; John Cross of **Cobblestone Design Company** in Concord; Jim Giguere of **Country Side Florist** in Londonderry (the photo shows plaques from many past years on display); Robert W. Leith Jr. of **Leith Flower Plant & Gift Shop** in Plaistow; Linda Siracusa of **Linda's Flowers & Plants** in Wolfeboro; Dan Hock of **Merrimack Flower Shop** in Merrimack; Jennifer Woods of **Prescott's Florist** in Laconia; Shirley J. Wrenn of **Shirley's Flowers and Sweets** in Nashua; and Terry Versey of **The Blossom Shop, LLC** in Franklin.



texas

The great state of Texas always produces a big crop of top members! They include Jan Flynn and her daughter Kerri at **Blossom Shop** in El Paso; Cindy at **Blossoms**

Floral Design in Houston, seen here with Teleflora's Cathy Thrash; Lena Paredes and her manager Marina Rodriguez at **Fancy Flowers** in Midland; Heather Schafer and her smiling staff at **Faye's Flowers** in Live Oak; Robin Martinez of **Flowers of Kingwood** in Kingwood; Cindy Pierce of **Heartfield Florist** in Huntsville (whose daughter graciously accepted her Top 500 plaque on Mom's behalf); Wally Nobles of **Heights Floral Shop** in Houston; Yazmin Enriquez of **Kern Place Florist** in El Paso; Betty and Rodney Hayes of **Mary's Flowers & Gifts** in Kermit, seen with Cathy Reifschneider at the West Texas New Mexico convention; Renee Carpenter—taking orders in the back, while South Texas Teleflora Unit President Ace Berry gives a thumbs-up for the top-member plaque—at **MC Floral Designs** in Houston; Scott and Hazel Barnes of **Mildred's Flowers** in Midland; Sheryl Spiller of **Pearland Florist** in Pearland; Top 250 member David Price of **The Empty Vase** in Houston; and last but certainly not least, Karla Stemple of **Southwest Floral** in San Angelo.

missouri

Teleflora's Terry Brueggeman presented congratulatory plaques to top members in the Show Me State, including Claire Waldbart of **Alex Waldbart Florist** in St. Louis; Sandra Ferguson of **Allen's Flowers** in Columbia; John Pelzer of **Busch's Florist & Greenhouse** in Jefferson City; and Richard Griffen of **Griffen Flowers** in Hannibal.



kansas

In Wichita, J.R. and April Koontz at **J.R. Koontz Flowers** (at left) and Susan McKnight (below, with Teleflora's Suzi Lawrence) at **Susan's, Inc.** are among the fine florists who are Teleflora top members in the Sunflower State.



teleflora employees lend a helping hand

This Valentine's Day, Teleflora employees from the Los Angeles office volunteered their time to help out florists across Southern California.

It was a special time for employees who were able to experience first-hand what Valentine's Day is like for florists. Teleflora employees cleaned, prepped, arranged and delivered flowers.

Carlos Corral, Assistant Marketing Manager, expressed his enthusiasm: "It was such a great experience to share in the excitement of a big holiday like Valentine's Day! I look forward to the possibility of lending a helping hand like this during Mother's Day."

Special thanks to all of the florists who participated:

Playa Del Rey Florist, Playa Del Rey, CA
Mr. B's Flowers, Winnetka, CA
Walteria Flower Shop, Torrance, CA
The Enchanted Florist, Burbank, CA
Dave's Flowers, Los Angeles, CA
Edelweiss Flower Boutique, Santa Monica, CA



make this mother's day memorable!



Teleflora's Celebrate Mom Vase

The gorgeous Celebrate Mom vase—made of sculpted, frosted glass—elegantly wraps at the neck for a stylish update on a classic shape. Display this decorative vase in your shop with and without flowers to showcase the detail around the exquisite flared opening. Hang the poster from your FSG Kit to be sure that this unique design is not missed!

Teleflora's Lavender Beauty Vase

Like a cut amethyst, Teleflora's Lavender Beauty vase is uniquely elegant and a wonderful décor piece. Crafted out of hand-blown glass, this vase was made to be admired. Merchandise it in your shop with your high-end spring offerings as soon as it arrives. The rich lavender color will add great style, not only to Mother's Day designs, but also to year-round birthday arrangements and romantic bouquets.



Teleflora's Pour On Pink Pitcher

The brilliant pink textured glass of the Pour On Pink Pitcher is the perfect complement to Mother's Day, birthday, new-baby arrangements, and to other occasions too! Showcase the sweet style and practical after-use of the FDA-approved pitcher by setting up a party tabletop in your shop, themed with bright spring colors.

Teleflora's Sweet Blossoms Vase

The Sweet Blossoms vase has a charmingly feminine shape for wide appeal. Display the vases in your shop along with other "gifts for Mom" in similar shades of lavenders and pink—and definitely have them ready in the cooler with multiple design options for the customer on the go. With a cheerful lavender daisy motif adorning the vase, your customers will love this sweet and affordable gift for Mother's Day, or any day!





teleflora florists rock valentine's day!

Finding that perfect gift for Valentine's Day can be stressful, but Teleflora made it easy this year with its "Love Rocks" sweepstakes. With every purchase of Teleflora's Heartstrings Bouquet, consumers were automatically entered into for a chance to win a white gold, one-carat, custom-made diamond necklace valued at \$15,000.

For three weeks starting January 28, a number of Teleflora TSMs, representatives from the corporate communications team in Los Angeles and of course our florists around the country helped make this year's Valentine's Day even more special with surprise deliveries of the bouquet and necklaces to many unsuspecting

wives on behalf of their husbands who had won the contest.

Our first winner, Kim Draluck, was speechless when she opened her door to find **Send Your Love Florist & Gifts** owner Andy Jackson holding the bouquet and a black bag containing the necklace. Kim said that a bouquet of flowers would have been enough, but the necklace was more than she could have ever imagined.

When Anna Walsh's husband, Mike, told her that an early Valentine's Day gift was on its way, she never imagined that it would be a diamond necklace and bouquet of flowers delivered by April Sumerton, owner, **Petals Patch Flowers & Gifts**. And winner William Curry didn't have

to wonder about what to buy his wife Ellen for their 50th wedding anniversary, which happened to fall on Valentine's Day, because he had won her the necklace.

With her husband, Rocky, working and living in another state, Donna Owen thought this year's Valentine's Day would be a day just like any other. To her delight, a knock on her door by Stacy Valdez, floral designer, **Ms. Scarlett's Flowers Inc.** informed Donna that her husband, Rocky had already ordered Teleflora's Heartstrings Bouquet, thus winning the necklace for her.

This was one Valentine's Day none of the nine winners will soon forget!



teleflora vacation giveaway
**STOCK UP
AND WIN!**

GRAND PRIZE WINNER:

Jimmie's Flowers
Cleveland, TN

TeamFloral Extreme Makeover Winners:

**Riverside
Floral Co.**
Riverside, NJ

**Busch's Florist &
Greenhouse**
Jefferson City, MO

**Castro Valley
Florist**
Castro Valley, CA

**Patti's
Flower Boutique**
Guelph, ON

3 Months Free Membership Winners:

Amy's Florist
Verona, NJ

Dillenbeck's Flowers
Johnson City, NY

Petals, LLC
Forest, MS

Smith's Florist
Hartselle, AL

Flower Exchange, Inc
Worland, WY

Bonnie's Floral
Roseau, MN

Terraflora, Inc.
Dollard-des-Ormeau, QC

Flowers By Nan
West Vancouver, BC

big thank you!

We'd like to once again thank all the florists who took time out of their busy days to help us with these deliveries including one on Valentine's Day!

AAA Florist
Corona, CA

Edelweiss Flower Boutique
Santa Monica, CA

Fort Myers Florist, Inc.
Ft. Myers, FL

Ms. Scarlett's Flowers & Gifts
Bradenton, FL

Oakwood Florist Today
Dayton, OH

Petals Patch Flowers & Gifts
Wilsonville, OR

Phoenix Flower Shop
Phoenix, AZ

Send Your Love Florist & Gifts
Greensboro, NC

want a clear view of your shop's success? dove pos!

For years many successful shops ran on a combination of design talent, gut instinct and hard work—but in today's competitive floral market, successful shops need more than that. They need the insight on their customers' buying activity and on the effectiveness of their sales staff that only a good Point of Sale system like Dove POS can provide.

With Dove POS you can immediately see if a customer has purchased from you before, who they sent to, what price range they shopped in (so you don't undersell them) and many other valuable marketing details. Dove POS logs customer purchases automatically, including purchases for birthdays and anniversaries, which you can utilize through built-in marketing tools that let you automatically remind customers of this occasion in the years to come.

All of this data is valuable for selling your shop or having it valued for things such as loan approvals. Being able to provide a customer list with details on their buying habits just adds value to the credibility of your documentation and your shop performance. In today's competitive market, Dove POS is the only way to stay on top of your success!

be the king of prom marketing

Once Valentine's Day is over, you and your staff will have a nice break until the next big holiday. Or will you? In many parts of North America, prom season starts in March, which means you need to start thinking about how to reach those customers now.

High schoolers are a particularly web-savvy bunch. Luckily for you, your eFlorist site has a number of tools you can use to reach your target audience, many of which you can control using eSAT.

Offer unique prom products. Use eSAT to create custom boutonnieres and corsages using local high school colors and/or flowers. You can upload photos and write enticing descriptions that will post to your site immediately!

Set up custom assortments per school. If you've got more than one high school in the area, why not give them each a custom category for prom? The school-specific categories will create a feeling of exclusivity among shoppers, and as a bonus, the new website content will help your Search Engine Optimization (SEO).

Create a prom offer. Using eSAT, you can create a promotion code that shoppers can redeem online or in your shop. Maybe offer a discount with minimum purchase or a free boutonniere with corsages over a certain price. No matter the offer, you can set it up on your site and promote it with a special message or banner.

Want more ideas? Visit eFloristUniversity.com to download our tips for promoting spring holidays, including prom.

