

MAY 2011

myteleflora

{news}

make a statement
with new designs for prom
{pg. 2-3}

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



make someone smile week is right around the corner

This letter will likely reach you as you are winding down from Mother's Day and I have no doubt that you have turned in another terrific performance. I'm also confident that in addition to all the great things you do to market yourself in your local markets our Mother's Day commercial and Faith Hill Mother's Day bouquets helped boost orders for our members this major holiday.

Meanwhile, Make Someone Smile Week, July 17-23, is right around the corner. One of the uplifting results of partnering with the industry's biggest and best network of florists is seeing what happens when you band together for this great charitable program.

And in 2010, your creativity played out on the page in our first-ever Make Someone Smile Week Doodle Contest. As promised, the winner of last year's contest will be featured as part of this year's logo. So I'd like to extend a special thank-you and congratulations to Debbie Budd of The Rose & Radish in White House Station, N.J.

Now in its 11th year, Make Someone Smile Week is the floral industry's No. 1 benevolent project, thanks to your commitment and generosity. Those who have participated in the past know firsthand the excitement and appreciation that derive from flowers in a cheerful mug.

Everyone who has participated has a story to share. Last year, Helen Gunther of Flowers-A-Plenty in Springfield, Mo., and her team of volunteers delivered to Joel Peterson, a World War II veteran who lost his right hand and an eye in Italy. Upon his return to the U.S., he married, built a home for his family and, with his wife, raised seven children. Despite Mr. Peterson having a series of strokes, the couple was determined to stay in the house they had lived in for so many years.

Make Someone Smile Week is also a great way to introduce yourself and your floral shop to potential customers. No matter how many deliveries you can accommodate, I encourage you to get involved as soon as possible. Unit presidents and board members plan the program and coordinate deliveries. Florists contact wholesalers and growers to secure the flowers. Teleflora provides keepsake mugs and supplies.

Leading the program are Rich Salvaggio, industry relations/publications VP at Teleflora, and Donna Nelson, manager of industry relations. Your efforts may spark interest with local media and the communications team at Teleflora's Los Angeles office is here to support you on that front. We hope that all Teleflora employees will donate their time to assemble and deliver bouquets in Los Angeles, Oklahoma City and Paragould.

Together with other florists, you'll connect with your communities and provide many joyful moments. You should be proud of the difference you make for tens of thousands of people in need.

Sincerely,

shawn weidmann {president of teleflora}



the most fun market of all

Imagine a wristlet made of duct tape, a necklace made with yarn, or “lapel art” (the new name for a boutonniere) made of sand paper! What? Have the floral designers gone completely crazy? No, the prom teens have! For these customers, it’s all about making a statement—and not being a carbon copy of anything.

Last month, designers from all over the US came to the Teleflora Education Center in Oklahoma City to see, create and innovate the latest designs for Prom 2011 and beyond. Floral purses, armbands, rings, shoe cuffs and tattoos were all made with intriguing mixes of textural materials and then accented with fresh flowers. The class also learned the fundamentals of construction, using what now seems sooooo old fashioned: wire and tape.

Traditional methods of pricing (by flower count) don’t really work for these new creations. Many feature flowers as accents



to a handcrafted base—which means that know-how and labor are much bigger factors in the pricing equation. Marketing was also discussed. Class members shared their shop’s ideas on prom promotions that have worked. Most ideas were based on low-cost social media like Facebook.

As a special treat, instructor Joyce Mason-Monheim AIFD, PFCI showed slides of body flowers from a recent international design competition she participated in, in Taiwan. Joyce recreated her competition design for the class and shared the techniques she used to create a fantastic floral collar with fresh flowers on a felt base.

a word from tom

together we do better—and together we can do some good



One of the things I love about Make Someone Smile Week (July 17-23) is that it’s another great example of the partnership between Teleflora and our member florists. It’s a partnership that leverages the strengths of both.

Thanks to Teleflora, Make Someone Smile Week is national in scope—with all the extra shine that puts on our efforts to let the world know about it. And we definitely want to spread the word that flowers make you smile! The yellow Be Happy mugs that Teleflora supplies to Teleflora Units offer an iconic, easily recognized symbol of the event. Teleflora’s Industry Relations department puts in long hours helping the Units get organized; our PR folks use all their skill and dedication to create awareness.

But in the end, Make Someone Smile Week is all about community, and the special role that florists play in their own communities. It’s the Teleflora Unit organizers and volunteers who make it happen on the local level, where thousands of people who really need a reason to smile get to have what might be the brightest day they’ve had for a long time.

A recent study showed that when people give to a charity, the action stimulates pleasure centers in the brain. In other words, giving makes you feel good! If that’s true, participating in Make Someone Smile Week will make you feel great! To find out how, contact your local Unit President (listed at the end of the blue pages in your Resource Guide, and on MyTeleflora.com) or call Industry Relations at 800.321.2654.

Tom Butler

tom butler (chairman of teleflora)

news from the teleflora family



cross merchandising

Teleflora's Crystal Cross keepsake makes a beautiful bouquet—but Debbie at **City Florist & Gifts** in Liberty, TX, found that when she put the crosses on display—on a reflective surface that enhances the natural sparkle—she sold out before she even had a chance to place any of them in an arrangement! What a way to increase profit!

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

small town, big achievements

Twenty-two years ago, Charlotte Klein opened **Fig-U-Rose Floral and Gift** in Wheatland, WY, a tiny rural community with two stoplights—and three florists.

Charlotte has had to try a bit harder to succeed, but her efforts have paid off. She has earned a wide reputation with her annual Christmas decorations (nearly a dozen trees) and with one-of-a-kind gift items, including her famous homemade fudge. Today Charlotte's granddaughter Robin has joined the team, making Fig-U-Rose a three-generation family business. Altogether, her staff has 90 years of design experience among them! Her employees attend design schools, travel to floral market events, and take on-line coursework. Most important, says Tina Willis, one of the "worker bees" at Fig-U-Rose, "their creative work is done from the heart."



illinois winners

What better prize could there be than a scholarship to attend the Teleflora Education Center in Oklahoma City? The Bill Blythe Scholarship competition, made possible by Teleflora and the Illinois State Florists

Association, has become a tradition at the annual ISFA conference. This year's winner's: Nikita Moss from **Forget Me Not Flower Shop** in Bloomington, IL; followed by first runner up Justin Degonia from **New Leaf Flower & Plant Shop** in Poplar Bluff, MO, and second runner up Michael Steakley from **Hoffman Florist** in Chicago Heights, IL. With the winners are Bill Blythe and Teleflora's Stew Fishman.

ready for a closeup

Ten years after a devastating fire, **Stein Your Florist** in Philadelphia, PA is not only back in the saddle—the 124-year-old shop is starring in a movie. The distinctive, 1950s-style building that houses the shop, with greenhouse-like front windows and neon signs, could have been why it was picked as a location for an independent film starring former 'N Sync singer Joey Fatone and Danica McKellar, who played Winnie Cooper in the TV show "The Wonder Years." It's a sign of the times for Stein Your Florist, which acquired a second location in 2006 and last year was voted "Philadelphia's favorite florist." Now for that Oscar...





pennies boost the bottom line

It's a tradition in the flower business: florists get together to help each other become more profitable. In March, the Bottom Line and TeamFloral groups met in Philadelphia with just that objective in mind. They were hosted for a shop tour of **Penny's Flowers** in Glenside, PA by owners Bob and Dottie Pennypacker, seen here with Paul Goodman of Teleflora's Floral Finance newsletter. The 74-year-old family business has a fascinating history and a lot of great ideas to share.

booth art

Assignment: create three large designs, then incorporate them into a 10-by-20-foot booth and add some more designs, to be viewed by the public over a period of five days. "Some of the designers were bringing in crates of material with hydraulic lifts," says Education Specialist Joyce Mason-Monheim, who represented Teleflora in an international design competition in Taiwan in March.

It was the first time the U.S. had taken part in this particular competition, and also the first time the competition had been held in Taiwan, hosted by the Taipei International Flora Expo, a spectacular exhibition that lasted five months and drew some 8 million visitors. Teleflora president Shawn Weidmann was there to cheer Joyce on and to meet with Asian leaders of the floral industry.



another knockout nor'easter

Every year, florists from more than nine states come to the Northeast Floral Expo, sponsored by the Connecticut Florists Association. It's the industry's fourth largest florist trade show, with fantastic opportunities for learning and

networking, as well as seeing new products. Naturally, the program included a Teleflora-sponsored designer—Tom Simmons AIFD, who shared some great ideas for making centerpieces look like more for less.

Teleflora also sponsored the expo's three design competitions. Some of the winners are seen here with Design Competition Chair Dorothy Chenevert of **Green Oak Florist** in Hyde Park, NY (at far left) and Teleflora Regional Vice President Mark Schaefer (at far right). They include, from left to right, Lisa Fede of **Fruits & Flowers** in Bridgeport, CT; CFA Masters Finalist Susan Festa of **The Pink Petunia** in Cheshire, CT, Connecticut's Designer of the Year and Masters Winner Tony Palmieri of **Datura** in Middletown, CT, and CFA Masters Finalist Cindy Gorsky of Tolland, CT.



Lisa Fede won the People's Choice Award in the Masters Design Competition. "The theme was to pick a favorite painting and interpret it in flowers," says Lisa, who also happens to be the current Teleflora Connecticut Unit President. "I chose a favorite portrait of mine that I purchased in Ecuador last summer while touring the flower farms. The piece was inspired by all the color and beauty in the distant fields." Inspired is the word for it!

* 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.

social butterflies wanted

These days, having a website where customers can browse and buy is just the tip of the e-commerce iceberg. Individuals are sharing their every thought through blogs and social networks, and they expect you to be there with them. It's a great thing for shops to set up pages on social media sites, but the fact is, it can take a lot of work to maintain these pages.



Luckily, you don't have to have a social media page of your own to take advantage of these networks. eFlorist product pages now have buttons for visitors to post your product on their profiles. For example, if someone's eyeing the Pink Fire bouquet from The Collection by Faith Hill, she can hit the Facebook "share" button and with just one click, it's posted to her Facebook profile for her husband to see. The share button creates a post and image on the user's wall, with a link that goes straight to your eFlorist site. If that customer has a Twitter page, she can hit another link to "tweet" that same product to her followers. Just like that, you can reach hundreds of customers, and you don't have to do a thing.



If you do have a social media page or blog, tell us! Our Web Services can activate links on your eFlorist homepage that go to your page, profile, or blog so visitors can connect with you. Contact us at 866.983.3932 or webmaster@teleflora.com.

new everyday containers!

The Teleflora Product Team is please to introduce several new everyday containers which are great for both your Teleflora orders as well as everyday walk-in business. To view the entire collection of everyday containers, check out your recently delivered Summer 2011 Resource Guide

NEW translucent serendipity colors

Check out the new translucent colors for Teleflora's durable, high-quality plastic Serendipity vase! The cobalt blue, orange and ruby red vases are sure to be instant best-sellers. They're available in single-color or mixed packs, so it's easy to get the colors you need at an affordable price.



teleflora's NEW glass votive bowls

Available in top-selling pink, lavender and orange, our elegant hand-cut glass bowls add sparkle to any occasion. They're great for year-round occasions as well as parties and events! For in-store display, show customers how they can be used for flowers, candles, or both, in beautifully coordinated table décor.



teleflora acquires petals network

In March, Teleflora purchased Petals Network, an award-winning floral delivery service based in Australia and New Zealand. The acquisition will make it that much easier for Teleflora florists to relay international orders with confidence that all florists in the network have a shared commitment to quality, customer service and working exclusively through local florists. Petals Network will continue to operate under that name in Australia and New Zealand, but its 1,300 florists will now have access to new products and services to enhance their profitability.

make someone smile week 2011!

Last year, for the 10th anniversary of Make Someone Smile Week, Teleflora kicked off a "Doodle Contest" which invited our florists to add their own happy doodles to the official Smile Week balloon. The contest was a huge success as we had hundreds of entries! The Grand Prize winner of the contest and artist of this year's Smile Week balloon included in the logo is Debbie Budd of **The Rose & Radish** of Whitehouse Station, New Jersey.

Thank you too all who participated and be sure to check your MyTeleflora Weekly News email in the coming weeks for details on how to submit your doodle for this year's contest. Your doodle could be featured in the 2012 logo!

Make Someone Smile Week has always been a great vehicle for getting the word out to the public that flowers do make people smile - and that professional florists do it best. To volunteer, contact your local Unit President, who can put you in touch with the chair of your local Unit project.



comedy for a cure

Snakes, sharks and cats were just some of the topics comic Chelsea Handler skewered in her no-holds-barred standup at the 10th annual Comedy for a Cure event, held April 3 at the Roosevelt Hotel in Hollywood. Elegant white flowers from Teleflora perfectly complemented the Roosevelt's historic ballroom.



About 300 people attended the fundraiser to benefit the Tuberous Sclerosis Alliance, an organization dedicated both to finding a cure for tuberous sclerosis complex (TSC) and to improving the lives of those affected. This year, more than \$233,000 was raised, according to Kari Luther Rosbeck, president and CEO of the alliance. Says Rosbeck: "In the past decade, we have seen unimaginable progress in the fight against TSC" (tuberous sclerosis complex). "Of the 6,000 rare diseases, only 200 have specific



treatments. We are one of them. This is only possible with the generosity of friends like Teleflora."

Liz Seiji and her team at **Edelweiss Flower Boutique** created the full and fragrant bouquets, which impressed all who saw them. This is Teleflora's third year providing flowers for the event.

fun with faith

Did you see the Teleflora Mother's Day TV commercial with Faith Hill? One of those who got to see the commercial being made—and meet Faith Hill into the bargain—was Dot Chenevert AIFD, president of Teleflora's New York Capital District Unit, who won the opportunity to do so when she was here for the Teleflora Unit Presidents Meeting in January.

Dot and her husband Paul were flown out from New York to L.A. and put up at the Hilton for two nights. On the day of the shoot, they were picked up by a car service and taken to the Universal Studios lot, where they ate lunch with the cast and crew and the Teleflora team. After lunch Dot got to meet Faith and talk with her before they all headed on over to the set, where Dot and Paul were able to sit in and watch Faith and her co-star, the "sound engineer," in action. It was a lot of fun, said Dot, expressing appreciation for her good fortune in winning the trip: "I happened to be in the right place at the right time. You put it out there and it comes back!" Dot and her husband Paul seen top right with Faith Hill. Below with Faith and Teleflora's Chief Marketing Officer, Laurie McCartney.



get online>>

check out more behind the scenes of the Faith shoot on our Florist Blog at myteleflora.com

online statements now available with dove pos or rti

With the newest versions of RTI and all Dove POS systems (Dove POS Enterprise, Dove POS Pro and Dove POS Standard), shops will have the ability to post online statements and invoices for your customers through your eFlorist website.

What are online statements and invoices?

Online statements and invoices look and function just like their paper versions, but are convenient for both your shop and your customers. Your customers will be able to access their online statements and invoices on their accounts through your eFlorist website.

How does it work?

When you run your normal billing process, you'll have the option to post statements and invoices online. Your customers will be alerted with an email notification that their statement or invoice is now available for viewing on your eFlorist website, after you run your billing process.

Benefits of having online statements and invoices

- Customers are able to view and access their statements and invoices with ease.
- Once your billing cycle is completed, your customers will receive automatic email notifications when their online statements are available – usually days before they would receive paper statements in the mail.
- With online invoices, payments could be received four to five days earlier than with traditionally mailed invoices. You'll see payments sooner!
- This new feature is seamlessly incorporated into your POS system and your website.

For more information on the newest upgrade, please contact your POS Support group.

RTI Support 800.621.8324

Dove POS Support 866.444.3638.

marketer of the month



charging for a consultation positions you as an expert

Most florists have experienced the downside of giving free wedding consultations: no-shows, brides who are not really ready for a consultation, late-night appointments, and the bride who simply wants to steal your ideas and take them to another florist or go DIY. After putting up with all of that and more, Melissa Maas of **Bank of Memories & Flowers** in Menomonee Falls and Pewaukee, WI, decided to start charging for wedding consultations.

That was over a year ago. Not only has the sky not fallen, but wedding business has increased, says Melissa: "Training your staff to sell the consultation is the key," she explains. "A few brides had some hesitation about the charge. We think that was a good indicator of potential problem brides. Consultations went from 70% booking to 98%."



The charge for a consultation is \$25—not a lot, but enough to insure that the bride will show up and is serious. If she decides to go with Bank of Memories & Flowers, the \$25 is applied toward her wedding costs. If she doesn't book, she walks away with great ideas and a verbal estimate of what her wedding flowers will cost, so she has gained something of value for her small investment. "Most of all," says Melissa, "I feel good that I have winnowed out the clients who aren't really serious, and that I have been paid a bit for my time."

* 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!