

MAY 2012

# myteleflora

{news}



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## teleflora's everyday collection

Encouraging our customers to give the gift of flowers any time of the year was the idea behind last year's expansion of our Everyday product line—from hard-working basics to design-friendly containers that complement your shop's most stylish arrangements.

Since that expansion, our design team has continued to create unique designs especially for the Everyday product lines. And with the slower summer months just around the corner, we think the latest additions are sure to drive sales and traffic into your shops.

Everyday products are not only great for your Teleflora orders, but are also versatile and affordable options for your walk-in business.

Our mirrored cube collection, for instance, has been a big hit with you and your customers, so we've expanded the color choices to include red and green. These colors are perfect for designing bouquets for any occasion, as well as event work.

We've also extended the color selections to the best-selling glass cube line to include violet, citrus and fuchsia. These beautiful, bright stylish colors complement and add value for you to showcase a wide range of flowers, from simple presentations to elaborate bouquets.

"I have found the cubes to be a great seller with walk-in customers looking to purchase arrangements for baby showers and private events," said Don Hotton, Owner, **Jory's Flowers**, Concord, CA. "When I display the everyday containers, I get more traffic into the shop. And I make it a point to change the merchandise not just on my eFlorist site, but also in the store to showcase the variety of products beyond just what's available for holiday."

Since we introduced our bamboo cubes and the Zen arrangements to the Everyday line in 2010, both remain a "must-have." These on-trend bamboo vases can be reused as stylish décor, and we've been looking at ways to expand this line. So now you'll have two new style options - tall vases that offer more height for designs with high perceived value and rectangular vases that are perfect for creating stylish, yet compact bouquets.

Bouquets arriving in bamboo cubes are appropriate for almost any setting or occasion; they make beautiful corporate gifts and add a sense of elegance to a birthday or anniversary. And you'll be happy to learn we are now offering the popular cube in red! Besides being great options for everyday occasions, these red cubes are perfect for designing arrangements tied to Father's Day, July 4th and Memorial Day.

We want potential and existing customers to always think of Teleflora and you, our member florists, as their one-stop shop. Continuing to grow your everyday business is our commitment to you.

Sincerely,

jeff bennett {president of teleflora}

## upcoming classes:

### Wedding WOW: Bouquets with Style

with Susan Ayala AIFD PFCI  
June 3-6, 2012

### Trendsetter: New Design Ideas for 2012/13

with Hitomi Gilliam AIFD  
June 24-27, 2012

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

with Paul Goodman PFCI and Marie Ackerman AIFD PFCI AAF  
July 22-25, 2012



New Sensations  
T82-3A

## regional unit director profile: Donita Toquinto



If you work all by yourself—with a driver and extra help at the holidays, but that's all—it might seem hard to find the time even to attend a Unit program, much less get involved with serving on the

Unit board. But those are exactly the florists who stand to benefit most, says Western Regional Unit Director Donita Toquinto of **Blossom Boutique Florist** in Kent, WA—and she should know.

"When you work mostly alone, you get an extra boost from being around other florists, watching and listening at the programs," she says. Donita visits Unit programs all over her region. "When I come back, I've got a fire in my belly!" she testifies. She's inspired by everything from the camaraderie to small, practical tips she's picked up and the big-picture perspective she gets: "One of the things I learned is to walk through the front door and look at the shop the way the customers see it." After 37 years as a florist, she still learns something new from every program—and that makes it all worthwhile.



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





## ready for the test

Creating beautiful designs can be intuitive—sometimes you just know what looks right. But understanding why it looks right is the beginning of the path to a higher understanding. Designers who create instinctively find that when they learn the underlying principles that govern every selection of material and each placement within a composition, suddenly their work jumps up a notch, and design becomes art.

That's the journey that many who participated in the Teleflora Education Center's "Testing, Testing... 1,2,3" design class took this spring at the Oklahoma City school. Instructor Kevin Ylvisaker AIFD, PFCI led the class through comprehensive sessions on the principles, elements, styles, forms and techniques of design. Class participants also learned the idiosyncrasies of the judging process and even had the opportunity to judge the work of other class participants. "Judging a design teaches you how to see your own work more objectively," said Marie Ackerman AIFD, AAF, PFCI, Teleflora's Vice President of Education.

Class participants were challenged with a series of assignments much like those they might face in a state floral design competition or while pursuing state or national certifications. Each participant received personalized coaching on areas where they can improve and also on what they did right in each design. Line, focal area and color balance are three areas that seem to challenge many designers as they reach for the next level. Each designer also learned the difference between commercial design and evaluated design—a key understanding for today's design competitor.



## a word from tom

at congressional action days, together we make a difference.



*Like others who attended SAF's Congressional Action Days this year, I was able to talk with a member of Congress from my own home district—Representative James Lankford of Oklahoma—about an issue that's important to many Teleflora members: the ability to get a business loan when it's needed.*

Ever feel helpless in the face of powerful forces in the economy? It may seem like one florist can't do much to affect the big picture.

That feeling changes when you attend Congressional Action Days, sponsored each year in March by the Society of American Florists. At this event, florists meet with their congressional representatives—but first, you're equipped with the knowledge and talking points to turn your own business concerns into a message that really has an impact.

A case in point: this year SAF heard from its members that many are having trouble getting access to capital. "Even florists who have a decades-long relationship with their bank are having a hard time getting loans approved," says SAF's Drew Gruenburg. Part of the problem is a regulation that limits credit unions—who are usually prime lenders to small businesses—from lending more than 12.25% of their capital.

SAF responded by creating a coalition with other associations interested in the same issue. The National Main Street Business Coalition ultimately came up with proposed legislation that would exempt businesses with 20 or fewer employees from having their loans count against the credit union cap. It's a great way to boost the economy, at no cost to taxpayers, by increasing the flow of capital to the small, brick-and-mortar "micro-businesses" like florists.

Shortly after SAF's Congressional Action Days, a bill—HR 493—was introduced. By the time you read this, it may not yet be law—but it stands a good chance, thanks to the vocal support of florists like yourself. (For more about the bill, also called the Restore Main Street's Credit Act, visit <http://sustainmainstreet.com>.)

You may be just one florist—but when you join your voice to others, it's loud and clear.

*Tom Butler*

tom butler (chairman of teleflora)

# news from all around!

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



## first time's a charm

What do you do when you're brand new to the flower business and facing your first Valentine's Day? When Mari Glynn purchased **The Flower Boutique** in Eureka, CA last fall, she had experience in sales, but none in flowers. She bought Dove POS during her first month in business, read the MyTeleflora Special Edition Tips&Tricks that came in her FSG Update Kit for the holiday from cover to cover, and used it to get herself through. She had a record-breaking Valentine's Day! Congratulations, Mari—hope Mother's Day went just as well!

## big doings and small

Within a week, **Trochta's Flowers & Greenhouses** in Oklahoma City, OK hosted two events. The first was the monthly meeting of the Alliance of Emerging Professionals, a group that promotes local merchants. Teleflora's Andy Potter and Suzi Lawrence were there along with Trochta's operations manager Joshua Glass, who spoke kindly about how Teleflora supports the business, and general manager Maggie Barrett. Altogether around 60 people streamed through the shop. The next Saturday, the shop hosted its annual garden show. The highlight for some was a children's design contest, where the shop discovered and encouraged some budding talent for the industry!



## FAR out!

When the Floral Association of the Rockies (FAR) held its design competition March 30, who won the Teleflora-sponsored prize? Sandy Yoshihara-Sniff, of **Lafayette Florist** in Lafayette, CO—who just happens to be past president of Teleflora's Rocky Mountain Unit. "It was a special pleasure to hand her the check," says Teleflora Territory Sales Manager Rick Morrissey, seen here with Sandy.

## primed for business

It's pretty great when the prime minister of Canada visits your shop—maybe more so when it's Canada's very first prime minister, Sir John A. MacDonald, born in 1815!

In preparation for the bicentennial of MacDonald's birth, those clever, fun-loving Canadians found a way to create awareness around the event with a series of YouTube videos featuring a miniature action figure of Sir John, out and about in various locations in Kingston, ON, where he grew up. Among the first was a visit to **Pam's Flower Garden** in Kingston—just in time for Valentine's Day. In the video, Sir John, of course, purchases flowers for the holiday. "With the Teleflora tech and website engineers, we were able to post this on our website," says Jeff de Ruiter at Pam's. That's a nice testimonial!



## in memoriam: joe smith aifd

Many Teleflora members will remember with fondness and appreciation Joe Smith AIFD, who died at his home in Nashville on Friday, March 30, 2012. An obituary notice in the Nashville Tennessean put it just right: Joe was "a man of unparalleled creativity, extraordinary talent, deeply Southern charm, and abiding devotion to family and friends." He was recognized nationally and internationally as an extraordinary designer, whose career in the industry spanned more than 50 years. A successful retail florist, he also served as one of Teleflora's Education Specialists and as a consultant to other influential industry providers. In 2000 he received the AIFD Award of Distinguished Service to the Floral Industry. Never a mere follower of trends, Joe's unmistakable style was both classic and visionary. He is survived by his wife of 40 years, his daughter and grandchildren.



# a tip of the hat to top members



## connecticut

Among top members in Connecticut, **Lane and Lenge** in West Hartford, CT is celebrating its centennial this year. Owner Bob Dinucci has done well with the hanging wall gardens in the photo—just one of the ways this shop stands out. Others in the state include



**Butler Florist and Garden Center**, also in West Hartford, where Steve Jaeger really likes the marketing features of his Dove POS; **Daley's Flowers and Country Expressions** in Windsor Locks; **Floral Expressions** in South Windsor, where owner Sharon Platt's cooler is chock full of her proudly displayed Teleflora containers; **Haworth's Flowers & Gifts** in Farmington, where staff broke away from filling Easter orders long enough to pose for a photo; **Nyren's of New England Flowers** in Southington, where Paul and his crew do a great job; and **The Growth Co.** in Enfield, thanks to Karna Montiero.



## maine

Appreciation plaques were presented to top members in Maine at the Maine Florist Association program in March. The Maine

top members include Barbara Courchesne of **Bud Connection** in Ellsworth, Barbara Frye of **Chapel Hill Floral** in Bangor, Theresa Clifton of **Littlefield Greenhouse Flowers & Gifts** in South Paris (seen here with Teleflora's Regional Unit Director Sean Beckert, manager Kelly Kiley, floral consultant Laureen Bean, and Teleflora's Bob Hurley); and last but not least, Bill Sheehan of **Lougee & Fredericks** in Bangor. Congratulations all!



## massachusetts

In Massachusetts, mother-daughter team Heidi and Astrid Carman of **Busy Bee Florist** in Newton were happy and surprised to receive two congratulatory plaques on the same day: one to thank them for being a Top 1000 Member, and one in recognition of the shop's 25th anniversary, from Teleflora Territory Sales Manager Bob Hurley. Bob also presented a top-member plaque to Liz Yoon at **Anderson Florist** in Waltham. More top members in Massachusetts: Peter and Mary Beth at **Durocher Florist** in West Springfield; Colleen Lovell Graham at **Lovell's Flower Shop** in Medfield; Shyla Morsbach (at right) and Megan Davis at **Langone's Florist** in Springfield; and Avi Ben-David of **Needham Florist** in Needham, who accepted a top-member plaque from Bob Hurley.



## south dakota

Hey South Dakota! In Mitchell—home of the world-famous Corn Palace—three smiling ladies recently accepted a top-member plaque at **Nepstad's Flowers and Gifts**. Congratulations, Rene, Cindy and Andria!



\* 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).

## for art's sake



Donning formal attire, more than 700 members of the Young Friends of the Philadelphia Museum of Art recently attended the winter gala in honor of the museum's new exhibit celebrating legendary artist Vincent Van Gogh. The night was accentuated with VIP tours, fabulous food, music and an exciting raffle and silent auction. Funds raised from the event support the Young Friends' mission of art acquisitions, conservation, and preservation of works in the collections, as well as educational and outreach programming.

As the official floral sponsor, Teleflora worked with member florist Tim Farrell of **Farrell's Florist** in Drexel Hill, PA, whose team created décor inspired by Van Gogh's work, contrasting stark

branches and bountiful flowers. The grand stairway of the art museum was flanked with over-sized large stoneware urns and bowls that complemented the architecture of the building. Hundreds of hydrangea, iris, and of course sunflowers were massed in monofloral designs and then grouped on different levels of the staircase. For added drama, large bare branches were interspersed among the flower arrangements.



## ends and beginnings

On Tuesday, March 8, actors Jane Seymour and Reed Diamond joined Beverly Hills City Council Vice Mayor Willie Brien, M.D., and Miss Teen Ventura County International Rachel Russell along with 250 other guests at the BookEnds annual Scrabble Tournament to help raise funds for the organization. BookEnds donates books to underserved children throughout Southern California. Established in 1998, BookEnds has donated more than two million books. Beautiful arrangements courtesy of Teleflora and **Edelweiss Flower Boutique** helped set the lively tone of the event.



# Alex's Lemonade Stand



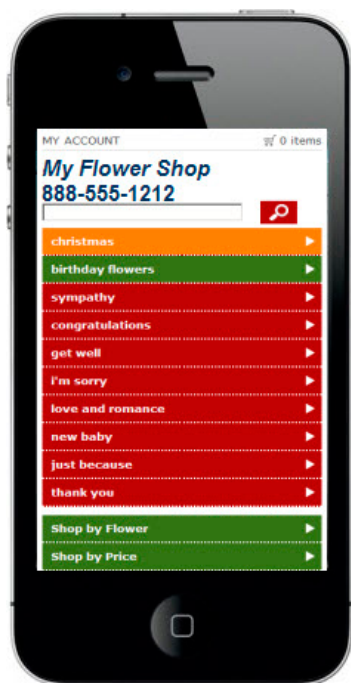
For the second year in a row, from April through September, 2012, Teleflora will once again be supporting Alex's Lemonade Stand Foundation (ALSF) by donating 10% of the revenue on four of the Sunny Day Pitcher bouquets sold on teleflora.com, including: Pitcher of Daisies, Pitcher of Cheer, Pitcher of Roses and Pitcher of Sunflowers. Florists will not be affected by this donation.

Alex's Lemonade Stand Foundation (ALSF) is a charitable organization committed to raising money to find a cure for all children with cancer.

Florists have the opportunity to get involved too! Help raise money for Alex's Lemonade Stand Foundation (ALSF) while increasing shop exposure in your local communities by organizing an ALSF Lemonade Stand or by participating in ALSF Lemonade Days. For more information, visit MyTeleflora.com or <http://www.alexslimonade.org>.

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## eFlorist mobile site improvements

It's been about a year since mobile sites were launched for eFlorist members, and what a year it's been! Mobile commerce has grown steadily, and it'll only get bigger: A recent Nielsen study predicts that over half of cell phone users will own smartphones in the next year.

Your mobile sites give customers the same security and selection as your full-size site, and can be reached easily by entering your regular eFlorist web address. The only difference is that mobile sites have been tailored to fit smaller mobile screens.

Some of the most popular features of your eFlorist site will soon be added to mobile sites, including:

- Homepage banners to promote seasonal products
- Your About Us page, so customers can get to know your shop
- Google Analytics—track visitor activity just like on your full-size site!

We're also working on giving you more control over your mobile site in eSAT. Keep an eye out for these upgrades in the next few months!

## woo-hoo, new bamboo!

Our popular Bamboo Collection is now available in new styles and colors! The new Tall Vases offer great height for designs with high perceived value, while the new Rectangular Vases are perfect for creating stylish yet compact bouquets. Both deliver great impact!

And don't miss our top-selling bamboo cubes, now available in red! They complement our beautiful rich red Bamboo Dish. Both shapes are perfect for Father's Day, Fourth of July, Memorial Day and Everyday as well as key holidays!

The simple elegance of the Bamboo Collection makes it a wonderful choice for both home décor and event work. The eco-friendly, sustainable nature of bamboo gives it added appeal for the end consumer. It's the ideal choice for Zen arrangements as well as other exotic bouquets.

The entire Bamboo Collection is highly versatile, with its exciting shapes and colors. Mix and match the bamboo in your shop and show the many different uses of this modern product. Display them with flowers, plants, rocks, orchids, moss and so much more!



## eDelivery: easier than ever

A few years ago, when RTI launched its first mobile application—eDelivery 1.0—it allowed florists to easily confirm deliveries via remote access as they happened in real time.

Today, RTI version 14.5 will go to general release within the next few weeks. This new version of RTI contains a number of requested features—but one of the most exciting is a completely updated eDelivery system. With RTI 14.5, the entire eDelivery application is enhanced, making your smart phone or web-enabled phone not only a useful management tool, but a delivery tool as well.

The new eDelivery allows employees to select trip sheet orders from a list and mark them as delivered, meaning you'll no longer need to type in order numbers manually. Additionally, 14.5 includes an added time clock feature as well as the ability to enter orders from your mobile eFlorist site within the eDelivery application. Managers can also use the application to review current statistics, such as sales and employee productivity numbers.

We're excited about 14.5 and the new eDelivery application. Make sure to check out the release notes for RTI 14.5, which will detail all of the latest features.



Imagination Blooms  
T256-1B

## marketer of the month



### a bargain builds relationships with customers all year long

"Join our Flowers for the Year Club," says the invitation from **Cattails Country Florist** in Woodbine, MD. "For a one-time payment of \$59.95 you get one bouquet a month!" If it sounds like an incredible deal, it is. But it's also a great business booster—so much so that florists Tim and Kathy Weber have kept the program going for five years running.

How does it work? Customers who sign up for the club can come in anytime throughout the month and pick up a seasonal wrapped bouquet to take home or use as a gift. They have to pick it up themselves, and they're restricted from doing so during the busiest holiday times like Valentine's or Mother's Day. The bouquet is modest but attractive, about ten stems of basic flowers like carnations or tulips, daisies, and alstroemeria.

"It's not profitable in itself," Tim explains. "It's basically a wrapped bouquet at cost. But it does get them into the shop, and keeps us at top of mind whenever they need flowers. It has definitely led to weddings and funeral work.



"We probably have a hundred or so regulars in the program," Tim continues. "Maybe 20 percent just do the bouquets. But with 80 percent of them, it turns into more business." The "club" is promoted on Facebook and in the Cattails Country Florist newsletter, and Tim and his driver both wear shirts that say, "Ask about our Flowers for the Year Club." Tim also created a video that customers can link to from the shop's website, [www.cattailscountryflorist.com](http://www.cattailscountryflorist.com). The video ends with the pitch, "It's a great way for you to get to know us, and for us to get to know you. Having a good florist is like having a good beautician, where you walk in and you don't have to tell them how to cut your hair. They just know." And that's a good message to send, any time of year.

\* 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!