

myteleflora

{news}



teleflora introduces:
Floralapp for eFlorist!

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teleflora introduces Floralapp for eFlorist

These days, we are never without our cell phones. We use them to text, play games, watch movies, take photos and sometimes we even use them to talk. Over the past few years, we've seen an increase in people using their mobile devices to both search for products and find local availability, and to make purchases online, on-the-spot. To catch buyers' attention in this competitive arena, it takes more than a pretty landing page.

If you're a member of our eFlorist program, you know that your membership includes a mobile-optimized site to attract smartphone users. Within the next few years, mobile will likely become the most frequently used channel for consumers' shopping needs. We are excited to announce that this summer, we will begin offering Floralapp for eFlorist members who want to further enhance their mobile presence. We have you covered with a mobile version of your site and now with the industry's leading Floralapp. Floralapp from eFlorist will aid in engaging and retaining customers and is available for both iPhone and Android devices.

Art Conforti, PFCI, president of Beneva Corporation and developer of the mobile app, knows firsthand the importance of this kind of technology: "Consumers purchasing on their mobile devices is the next big wave of internet commerce. We encourage member florists to get a jump on their competition by aggressively marketing their business with Floralapp."

Customers can download Floralapp to their phone or tablet for free. After they download the app, they enter a unique code to tie the app to your shop. Each downloaded app ties to one shop and one shop alone. Once customers have Floralapp on their phones, they can order with ease directly through you, similarly to how they order through your eFlorist site.

Customer loyalty is important and this app will help you build it. The next time someone wants to send flowers, instead of searching for a shop, he or she will go straight to the app on their phone and directly to you; you now have a customer for life.

Today more than ever, just receiving an order is not enough. Floralapp was designed to engage your customer and develop an audience to allow you to send "push" notifications of timely promotions. A majority of customers respond immediately to an "In App Push Notification."

When your Floralapp is activated, you'll receive print materials to help you market to your in-store customers, as well as email banners you can add to your marketing emails. Your eFlorist website will also have advertisements for Floralapp and a page where customers can get more information and download the app.

For more information about the Floralapp for eFlorist, visit eFloristFloralapp.com. We will be hosting a live webinar covering Floralapp for eFlorist members on May 16. Please visit eFloristUniversity.com to register. I look forward to hearing your thoughts about this exciting new eFlorist feature.

Sincerely,

jeff bennett {president of teleflora}

upcoming classes:

WEDDING PROFESSIONAL

with John Hosek AIFD PFCI
JUNE 9-12, 2013

EUROPEAN TRENDS

with Els Hazenberg AIFD AAF
JULY 21-24, 2013

BUSINESS SMARTS SUMMIT

with Paul Goodman, PFCI
Marie Ackerman AIFD, PFCI, AAF
And special guest speakers
AUGUST 4-7, 2013

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



Teleflora's Blushing Lilies
TEV25-1A



teleflora tip!

How do you please a customer who wants a funeral tribute with a cross in it, but who doesn't want to pay the higher price for a premade cross? This situation

has happened to Bert Ford AIFD at Ford's Flower Shop in Salem, NH, and he has a solution—one that he has shared with other florists in educational programs sponsored by Teleflora Units, as a member of Teleflora's Education Specialist team.

"Simply make a cross out of branches and surround it with blooms," Bert suggests. "Choose a container that will hold floral foam and insert a bundle of straight birch branches, then bundle some shorter branches horizontally about two-thirds of the way up. Tie the horizontal bundle on with Rustic Wire or Bind Wire. It's a very cost-effective solution that usually pleases the customer."

Teleflora Unit programs typically offer plenty of similar practical and profitable ideas; the programs are inexpensive and open to all florists. For more information, visit www.MyTeleflora.com, or check the blue pages of your Resource Guide.



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

ed center hosts sympathy design class

Just stop by a local funeral home and you know that the sympathy business is changing dramatically. Services are shorter—often with the viewing and service on the same day. Consumers are opting for cremations, rather than more expensive traditional funerals with caskets. Memorial services have themes and color schemes; they invite attendees to participate with the way they dress or by bringing a photo of the loved one. So what is a florist to do? Answer: adapt. Florists who attended the recent sympathy design class taught by Teleflora Education Specialist Susan Ayala AIFD, PFCI learned how they can offer designs that customers can see are different from the average funeral design. Susie emphasized solid mechanics—noting that today’s funeral pieces are moved 8 to 10 times in their journey. If a design’s mechanics are not rock solid, it will show eventually. Susan also shared her special design techniques to minimize insertions and yet enhance the appearance of the design. She also taught participants how to personalize sympathy remembrances with “touchstone” items the family supplies—and how to add these designs to the shop’s website for customer viewing.

Students completed hands-on design assignments including casket sprays, set pieces, container arrangements and designs that can serve a dual purpose, at the service and then in the home.



a word from tom

education is serious business—mixed with pleasure.



If it’s been a while since you attended one of the many educational programs available to florists, take another look.

I remember when we all referred to these programs as “design shows.” The entertainment value was high—and it still is! We all enjoy seeing examples of creative floral design. Design is one of the things—along with service and professionalism—that sets professional florists apart.

But today’s continuing education programs for florists are putting more and more emphasis on sound business practices and the big picture. That’s certainly true for the Retail Growth Solutions mini conference, sponsored by the Society of American Florists, coming up next month in St. Louis. It’s true for all the classes offered at the Teleflora Education Center—especially the popular “Business Smarts Summit” in August.

The folks who host Teleflora Unit programs around the country tell me that attendance has been dramatically up this year. No doubt that has to do with the need for ideas and information that will help florists keep up with our fast-changing times. It’s also a testament to the way our Teleflora Units are helping to fill that need.

And of course, state and allied floral associations play a vital role in creating educational opportunities for florists. Look around for a program this summer. Expect to learn something of value for your business. But don’t be surprised if you enjoy yourself along the way!

Tom Butler

tom butler {chairman of teleflora}

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

news from all around!

happy centennial, myers



One hundred years ago this coming August, Charles Myers opened a flower shop that was positioned from the start as a top-tier provider offering the very best flowers and service. Originally located in New Haven, the business opened a second shop in nearby Branford, CT, that today is the main location—owned and operated by Charles’s third-generation descendants Elsie Kleiner and Lee-Ellen Magna (seen in the photo with Teleflora’s Jon Lindeberg). A thriving shop that relies on Teleflora’s RTI system, **Myers Flower Shop** is among the top 1 percent of Teleflora member florists. Naturally, a big celebration is planned for this summer, August 10 on the Branford Green. It’s sure to be a grand occasion!

roses for remembrance

On April 19, the anniversary of the Oklahoma City bombing, volunteers from Teleflora placed roses on each and every chair in the Field of Empty Chairs—the beautiful and moving memorial to those who lost their lives in the bombing, with a name etched in the glass base of each chair. Every year, Teleflora also sponsors the Oklahoma City Memorial Marathon, which took place this year nine days after the anniversary, on April 28. Look for more photos like the “running shoe” below in the next issue of MyTeleflora News!



congrats to northeast winners



When hundreds of floral tradespeople from over a dozen states came to the Northeast Floral Expo this year, they witnessed the region’s top award-winning floral talent in a new location, the Mystic Marriott Hotel. Produced by the Connecticut Florists Association (CFA), the expo is ranked in the top three floral trade shows nationally. Its exciting design competitions, sponsored by Teleflora, brought trophies and cash prizes to this year’s first-place winners and glory to all who participated! Seen at left are winners of the Masters competition, including, holding the silver

cup, Jorge Uribe of **Fleur de Lys Floral** in New Haven, CT. Jorge, who also won the People’s Choice award, will be sent by CFA to the National Floral Designer of the Year face-off in Atlanta this October. Picured with him are third-place winner Jen Plasky of **Seasons of Growth** in Torrington, CT and Sally Jablonski of **Herbert Berg Florist** in Worcester, MA, along with Teleflora’s Mark Schaefer, Jon Lindeberg, and Bob Hurley. At right, winners of the CFA State Design Competition include (holding plaques, left to right) third-place winner Erin McEniry of **McArdle’s Florist** in Greenwich, CT; finalist Tanya Dowd of **Lily & Vine Floral** in Torrington, CT; and second-place winner Michael Dodd of **Floral Art** by Michael Dodd in New London, CT, seen here with representatives of both Teleflora and CFA. Congratulations all!



tops in concord, NH



We’d like to correct an error that appeared in the March issue of MyTeleflora News: the owner of **Cobblestone Design Company**, a Teleflora top member, should have been identified as Rick Talbot (on the left in the photo, seen here with Teleflora’s Bob Hurley). Rick has served as a Teleflora Unit President and on Teleflora Unit boards and has represented Teleflora in design programs. Cobblestone Design Company has been a member of Teleflora since it opened in 1996. Thanks, Rick, for all you do for Teleflora and for the industry!

teleflora members are tops!



michigan

Top members in the Great Lakes State include Brown Floral and Karmay's Flowers & Gifts, both in Jackson. At **Brown Floral**, Crystal Lowe, Chris Grostefon, Lynn Galusha, and Diane Jonas make it all happen; at **Karmay's**, the team is Carol Latoszewski, Sue Stevens, Debbie Grajewski, and Marcia Kistka.



utah

Salt Lake City boasts at least two of Teleflora's top members in the Beehive State: from left to right, Natalie Brower, owner Marci Rasmussen, and Annie Collins of **Especially for You**, and Tracy Drage and Rob Johnson of **Mildred's Flowers**, one of Teleflora's top 500.



north carolina

The beautiful state of North Carolina boasts quite a few of Teleflora's tops, including Laura Francis of **A Daisy a Day** in Winston-Salem; Steve Jaffe of **Merrimon Florist** in Asheville (pictured with Teleflora's Misty Blalock); Gary Swartz of **Preston**



Flowers in Cary; Sandy Willis (holding the plaque) and her staff at **Sandy's Flower Shoppe** in Morehead City; Mary and Robert Burchette of **Sherwood Flower Shop** in Winston-Salem (seen with Teleflora's Angela Spry); J. Dean Wiggs-Jeffe and staff at **Smithfield City Florist** in Smithfield; and Curtis Russell of **The Flower Shoppe** in Jacksonville.



arizona



With inspiring art on the walls behind her, Katherine Sheehan of **Arizona Flower Shop** in Phoenix recently accepted a top-member plaque from Teleflora. With

a mom who was a florist and a sister who also owns a shop, it's not surprising Arizona Flower Shop is a success, having doubled the size of the business since she acquired it in 1999. Congratulations, Katherine!

california

The Golden State is a great place to be a florist—especially if you're a Teleflora top member! Top California florists include Stephanie Nutter of **A Nutter Daisy Kart Florist** in Norco



and Annette La Rocque of **Murrieta VIP Florist** in Murrieta (Annette also owns **Lake Elsinore VIP Florist** in Lake Elsinore).



texas

As big as it is, the Lone Star State always seems to have a Texas-size share of top florists, among them: Christina Swanson—who currently serves Vice President for the South Texas Unit—with her smiling staff at **Atascocita Lake Houston Florist** in Atascocita; Debbie at **City Florist in Liberty**; Sam and Hasmita Patel, seen here with Salvador, at **Northwest/CyFair Florist** in Cypress; and Anna Lisa and Debbie at **Temples Florist** in Baytown. Proud Texans all!



* 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.



tragedy in West, TX

Fifteen funerals is way too many for a small town of 2,500—and a special challenge when you are the only flower shop still operating in that town. But Judy and Sharon of **Divine Designs** in West, TX were able to do heroic service following the tragic explosion in a fertilizer plant April 17—with help from Teleflora, Greenleaf Wholesale, and others in the floral industry.



When Teleflora territory sales manager Cindy Davidson heard about the explosion, she called the two shops in West right away. She reached out to Teleflora and was quickly able to procure donations of roses, lilies, tulips and orchids from Stems&Bunches. Flowers also arrived from Greenleaf, where manager Dino Williams called on growers, who responded generously. A retired florist from Fort Worth showed up with her son and with buckets and a tent and table to help process the flowers. Cindy, too, a former florist herself, lent a hand.



Services included the memorial service for all who perished, attended by President Obama, and funerals for the firefighters who died trying to protect others. "Many locals know all the firefighters and sent flowers to all these services," Cindy writes. "There is not one person in this town who has not been affected in some way." It's good to know that the bereaved and shell-shocked could at least be comforted by the healing power of flowers.

a new way to shop on theMARKET

theMARKET by Teleflora is your new place to shop for farm direct flowers, Teleflora containers and supplies from the industry's leading brands.

In March, we introduced a new way to shop for supplies with a feature called "Build a Box." Build a Box allows you to pick and pack from a large variety of products from your favorite suppliers.



Build your own custom box of supplies in three easy steps:



1

browse products

Browse from a large list of products using our handy categories.



2

add products to your box

Click on products to build your own box of supplies.

Add to Cart



3

check out

Click on the "Add to Cart" button to check out.

Shop theMARKET today at themarket.myteleflora.com!

cash flow helps your shop grow!

Cash flow is an issue for every business. In working with thousands of our florists across the country, Teleflora recognizes cash flow as one of the biggest issues that impacts business performance.

Recently Teleflora negotiated a way to allow members using our credit-card processing service to receive their funding 24 hours faster than before. For some members that means they are getting their credit card funding as soon as the next business day!

In addition, the Teleflora team has worked to provide a payment option that helps your shop's cash flow each and every month. We call it the Quick-Cash Payment Program. Florists who are eligible for this program will automatically be paid for their orders received (and rebate if applicable) on the 10th of each month. Orders sent and all other debits will be paid through a deduction from credit-card receipts. Credit-card receipt payments will be split over a four-week period.

The Teleflora Quick-Cash Payment Program helps florists get paid faster and spread their payments over time. With this program shops can:

- Get paid faster: Checks are sent on the 19th of each month—15 days earlier.
- Get paid more: Checks include funds you are owed for your received orders and your Teleflora Rebate.
- Pay later: Pay Teleflora over longer terms in smaller amounts starting the 25th of each month.
- Pay easier: Pay Teleflora using your credit-card clearings so you never have to remember to mail us a check and you avoid late fees.

Teleflora's Quick Cash will put more money in your pocket, allowing you to invest in your business, pay off credit cards or buy more Teleflora keepsakes!

To participate in Teleflora Quick Cash, you must be using Teleflora's credit-card services and not currently be on credit restrictions with Teleflora. Call your TSM to sign up for our low credit-card processing rates and to find out more about the new Quick-Cash Program.

dad's day displays!

To create a memorable and profitable in-store display for Father's Day—think “radical nautical” and display Teleflora's Captain Carefree Keepsake. With its bold blue color, this charming handcrafted sailboat will surely be a top seller. Decorate a flat surface with a blue and white striped tablecloth and cover with the sailboats; add seashells and sand around the boats to create a beach scene. Fill the boats with gift products such as soaps, hand creams and hand towels tied together with blue and white ribbon—have them ready for easy gifting as well as some with flowers in your cooler. They'll be “sailing” out of your shop before you know it! Complete the look by hanging the poster from your FSG Kit.



Teleflora's Captain Carefree Bouquet



Jeep® Wrangler
King of the Road by Teleflora



Teleflora's Blue Caribbean



the rise of mobile

The number of people who make purchases on their phones has been steadily increasing over the last few years. Throw in the tablet craze and it's a whole new ballgame for the average retailer. It's no longer enough to build a landing page and direct customers to call you or walk into your shop. In today's world, customers expect to be able to shop online any time of day, no matter where they are.

That's where Teleflora comes in. Teleflora has partnered with the makers of Floralapp to offer eFlorist members a new tool to engage and retain customers: Floralapp for eFlorist. The app will be available for iPhone and Android devices starting this summer.

Reach Your Best Customers

Floralapp is more than an easy way to shop; it gives you a new way to communicate with your best customers. You may already mail postcards and send emails to your customers. With an app, you can send push notifications to app users whenever you have news to share. Push notifications are similar to text messages and are sent via the app. You can also send offers exclusively for app users.

Shops that have used Floralapp agree: It's a valuable tool in your marketing arsenal, and the more you promote it, the better your results.

Tools to Promote Your Own Floralapp

The Floralapp will be introduced to eFlorist members in small waves starting this summer. When you get your Floralapp, you'll also get a suite of materials with which to market it to your customers. For more information about Floralapp for eFlorist, visit eFloristFloralapp.com.

marketer of the month



can you spot the van?



Well of course you can—and that's the point. The van at **Hollon Flowers** in Fairborn, OH is a marketing strategy all by itself—but Carolyn Hollon-Evans (seen here accepting a top-member plaque from Teleflora's Denise Patchen) figured out a clever way to leverage the van's visibility even further. For two months—August and September, otherwise typically slow months, but leading up to the grand opening of a new location in October—folks around town were invited to participate in the shop's "Spot our Van" contest: "Take a photo of the Hollon Flowers van on the road delivering flowers and email the photo to hollonflowers@aol.com with your name, address and phone. Once a week we will draw from the entries a winner of a flower arrangement delivered by the van to your door." Not only did the contest draw attention to the shop's beautiful van, and beautiful flowers, it also added to the shop's database of email addresses belonging to flower lovers! All just in time to launch a new location for the holidays.

* 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!